

# PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

185 Madison Avenue, New York City

VOL. CXXXIV, No. 9 NEW YORK, MARCH 4, 1926

10c A COPY

B. A. I. S. 1910 with  
N. W. Ayer & Son

## —have a Camel!



THERE is a world of friendliness behind this little saying — the most celebrated invitation in the history of smoking. You hear it wherever crowds gather, whenever friends meet.

The R. J. Reynolds Tobacco Co., of Winston-Salem, N. C., and Advertising Headquarters are collaborating in extending this invitation to everyone everywhere.



With illustrations, copy and typography that work in joyous harmony, we are telling the story of a cigarette that set out to be the most satisfying smoke this old earth ever knew. How through years of secret work by its makers, the selection of the choicest Turkish and Domestic tobaccos grown, and a superb new method of blending, it banished tired taste and cigaretty after-taste — and built sales almost beyond comprehension.

## N. W. AYER & SON

ADVERTISING HEADQUARTERS, PHILADELPHIA

NEW YORK

BOSTON

CHICAGO

SAN FRANCISCO





This picture is extreme. Extremely modern. Extremely interesting. It is an interrupting conception of a fashion figure, used to express the adaptability of Belding's Silk to the mode of the moment. It stops the reader. It says "modernness". It is the interrupting keynote of an advertising campaign extending through national, local, and trade publications, to the windows and counters of the dealer's store.

This highly successful advertising, based upon the Interrupting Idea principle, was prepared for Belding Bros. & Company by the Federal Advertising Agency, Inc., 6 East 39th Street, New York.



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Vol. CXXXIV

NEW YORK, MARCH 4, 1926

No. 9

## Shall We Cancel?

Some Thoughts on Waste That Comes from Failure to Carry Through on Advertising

By Mac Martin

President, Mac Martin Advertising Agency, Inc., Minneapolis

WE all remember what happened in 1920 when it got to be quite the fashion for advertisers to cancel their plans and orders for space. The thread of continuity was broken in many a good campaign and there are numerous business firms that have not yet recovered from their misapplied ideas as to economy, their lack of merchandising vision and their tendency to run for cover instead of fighting all the harder when danger threatened.

It is well to consider these things in the present time of prosperity. They taught us a good lesson then and are even more important now. Some firms, now that things seem to be on the upgrade once more, show a tendency to disregard or forget the consequences of their previous errors and to weaken their advertising in a way seriously to interfere with the cumulative effect.

In 1920, the cause was fear, or near-panic. Today it is the thought that conditions now are normal, that people are eager to buy merchandise and that the effort to sell need not be so earnest and consistent.

Both views are entirely wrong. It was a serious mistake for advertisers to run for cover in those times of stress. It is a more serious mistake for them to let down on effort now. Buying is restored, but this does not mean that selling is easy. It is the exact opposite because competition has multiplied. The manufacturer who has good

merchandise today can sell it if he tries hard enough. People want it and have the money to pay for it. But if he thinks that he can lighten up on his efforts he is sure to encounter some unpleasant results just as he did a few years ago when he stopped fighting for an entirely different reason.

It is not my purpose here to preach a sermon on the economic aspects of advertising administered on the basis of the long-time pull. But I do want to set forth certain fundamental principles having to do with cancellation which I think every advertiser would do well to ponder carefully.

Let us be entirely fair and consider cancellation from both sides. I have no patience at all with the view in some quarters that advertising is a semi-sacred thing which, once entered into, should not be interfered with. It is as easy to make mistakes in advertising as in any other operation having to do with the production, distribution and sale of merchandise.

It is only good business sense, then, to provide against possible contingencies that may result in the termination of an advertising effort before its allotted time has run. In no other way can the interests of publisher, agency and advertiser be conserved.

In our contract with publishers appears this provision:

In the case of a publication having schedule of graduated rates (dependent upon the total amount of space or number of insertions within a certain period

of time), if additional space is used within one year the advertiser shall be entitled to the benefit of any lower rates so provided for, when earned.

This order may be cancelled or less space used, by the payment of short rates in accordance with rate card on which this order is based. Short-rate bills, if any, shall be rendered within sixty days from expiration of period covered, otherwise it is understood that you agree to pro rata settlement.

Only in special cases, where notation is made on the order, is advertising non-cancellable. Such cases relate to special positions and even their orders are usually cancellable from sixty to ninety days before forms close.

The general cancellation provision is necessary as a protection to the advertiser in the event that conditions change and as a protection to the agent whose business is on a monthly turnover basis. The small margin on which the agency works is only profitable through the agency having the privilege of immediately cancelling all contracts on his books in case an advertiser stops paying his bills. By this arrangement, the agency need never lose more than one month's billing. As the average net profit of the agent is about 3 per cent, if an advertiser is using the same amount of space from month to month and an agency loses one month's billing, it actually loses nearly three years' work in that one month.

To put the proposition in dollars and cents: If an advertiser is spending \$10,000 a month, the agency's net profit on that advertiser would be approximately \$300 a month. If the agency loses \$10,000 on the advertiser it must have done \$333,000 worth of business with that advertiser to have broken even without making one cent on its services. In other words, the service on \$333,000 worth of advertising would have been purely a gift as the agency has to pay the publisher \$10,000 which it cannot collect from the advertiser. The margin being so small, it is absolutely necessary for agencies immediately to cancel in case there is any danger of the advertiser not being in a position to pay for the space used.

After all, advertising, being a business force, has to be administered in a businesslike way. It must be paid for. And if conditions arise that would tend indefinitely to postpone payday there is only one thing to do in the interests of all concerned.

As I see it, there are three general divisions of cancellation that cover the proposition thoroughly. They follow:

1. When shall cancellations be made?

2. How shall they be prevented?

3. What do they cost?

After long study of the subject I honestly believe there are only six real reasons why advertising should be cancelled. When any of these exist, the agency should not only agree to cancellation, serious and even dangerous habit though it is, but should insist upon such action by the advertiser. The agency that under these circumstances, tries to persuade the advertiser to continue is proceeding with short-sighted selfishness, to say the least.

What are the six conditions I have named?

The first, and an entirely obvious one, is that the effort should be cancelled or shortened when conditions arise that make the advertiser financially unable to pay for it. It often is the case, of course, that the advertiser's inability to pay is more imagined than real. When he reaches this point, it is desirable that a new credit statement be asked for and his banker interviewed. Many a forceful campaign has been saved by such procedure and the manufacturer, surveying the results, has thanked the agency for its clear vision that gave him courage when he needed it. But if it is found he cannot pay for a part of the advertising, the best plan is to cut publications where more than one covers the same market. If this is not enough, the number of insertions and the size of space should likewise be reduced.

If the product can no longer be obtained, this constitutes a second valid reason for cancellation.

If an advertiser's raw material



## A "NATIONAL" AGENCY *In the Truest Sense*

Each of the eight McCann Company offices is an advertising agency in itself, rendering full service to clients in its section, including analysis and study of the client's business, the preparation of plans, and the creation and placing of the advertising. Yet a client of one McCann Company office is a client of all, and each office cooperates with the others in (1) reporting on local marketing conditions, (2) keeping in touch with salesmen, branch houses and distributors, (3) making investigations in its territory and (4) preparing local advertising, if necessary.

This, we believe, makes the McCann Company a national advertising agency in the truest sense.

### THE H. K. McCANN COMPANY *Advertising*

NEW YORK  
CHICAGO

CLEVELAND  
LOS ANGELES

SAN FRANCISCO  
MONTREAL

DENVER  
TORONTO

should suddenly be shut off and every effort shows no opportunity to obtain new material or a substitute so that there is no possibility of the product being again manufactured, the advertising should be stopped. There is, however, a good-will value enjoyed by every advertiser and in such a case it would be advisable to put on the market a similar product under a similar trade-mark, thus obtaining some of the former good-will value.

A third reason is found when the market suddenly and permanently disappears.

Sudden style changes take certain products completely off the market. In general, such products are never considered as anything but novelties and the advertising is planned accordingly. A new invention may in time completely supersede an old process, but even in such cases the momentum of buying habit allows a long time for the business to die. It is said that concerns which make a business of purchasing once advertised patent medicines estimate that by cutting out all sales and advertising expense and reducing operating expense to the minimum, the business will last and bring in some income for an average of eleven years.

And then, once in a great while, it becomes necessary to check the plan of distribution and sales. It is very seldom that such a development calls for a complete cessation of consumer advertising, although there is a possibility that dealer effort should be held up for the time being. Anyway, here is a situation that calls for sympathetic study and attention. When it seems necessary, though, that a change be made the whole proposition first should be carefully reviewed. While, in some cases, the study may show the desirability of throwing advertising into other channels, it is often found that a steady flow of unchanging advertising will help stabilize the condition and keep the business steady while essential changes are being made in the distribution or sales plan.

The fifth contingency looking toward possible cancellation is when a medium changes its advertising, editorial or circulation policy.

In rare cases, a publication will admit certain competitive advertising which makes the association so unsatisfactory that it is better to cancel. In other cases, the editorial department may attack the industry of the advertiser and so counteract the influence of the advertising as to make the medium not as productive as formerly. Circulation may suddenly fall off and if the rate is not changed proportionately it may be found advisable to divert the appropriation to other and more profitable channels.

In the case of mail-order accounts, when a sufficient test has shown the cost per sale from a publication to be too high, the publication should be dropped.

#### THE SIXTH REASON

Now and again, the copy appeal, owing to changing conditions, is found to be no longer productive. This is my sixth reason for discontinuing advertising but it is hardly entitled to be considered as such. Usually in such cases it is only necessary to change the copy appeal and no cancellation is called for. But, inasmuch as we are considering absolutely every possibility here, it is no more than right that we should include this one. In mail-order advertising it is well carefully to check the productivity of the different appeals and when one shows signs of wearing out the copy should be changed. Some advertisers eagerly seize upon this as a reason, or rather an excuse, to cancel. Sometimes, such action is proper but in most cases all that is necessary is to change the copy.

I take the position that the foregoing six possible cases constitute the only reasons that can be brought forward to show why advertising should be cancelled. There are many other arguments, of course. Analyze them and you invariably will find that they are forced, uneconomic and unsound.

It must be remembered, though, that while the six reasons, or any

Brooklyn registered last year 25,052 new passenger cars.

Among all the evening newspapers in Greater New York, the Standard Union stood third for the years 1923, 1924 and 1925 in the amount carried in automobile display advertising.

*R. G. R. Shinniman*  
President

LARGEST DAILY CIRCULATION IN BROOKLYN OF ANY BROOKLYN NEWSPAPER

one of them, may be valid, interference with the advertising that they bring about will be none the less injurious. It is very desirable, therefore, that the campaign be planned in such a way that none of these things will come about.

This brings us to the second question in the discussion: How shall cancellations be prevented?

The question is a big one and volumes could be written about it. But I believe the answer can be given in two short paragraphs.

If, in forming the advertising plan, sufficient consideration has been given all these contingencies, no cancellations will be necessary. In laying out a campaign, all these possibilities should be carefully weighed and the copy and mediums chosen in accordance. If this is done correctly, there should be no valid reason for discontinuance.

Speaking from the standpoint of the agent, I can say that if an advertiser gets a notion that he wants to cancel for any but the preceding six reasons, it is usually a waste of time to argue with him. In other words, he must be educated in advance as to the danger of cancellations. Here is where the alert agency service manager comes in. It is his function to keep the advertiser continually sold on the plan and its progress. If this is done, the advertiser is not going to risk the cost of cancellation unless he is literally forced to it for some one of the causes I have suggested.

What, then (taking up the third division of the discussion), are the dangers of cancellations?

What are the inevitable losses arising from discontinuing that the advertiser should carefully measure against the advantages that may be gained?

For one thing the advertiser's own organization will lose heart. The salesman who has been promised the backing of the advertising and who takes pride in the advertising of the house, will be left without this support. He cannot help but feel like the soldier who has been ordered to go over the top with the knowledge that he will be protected by sufficient bar-

rage until he has reached the enemy's embankment, but suddenly finds that the artillery has been silenced and that he is left without help to fight his way against heavy odds or to admit defeat.

The manufacturing department, which has taken pride in the product through the advertising of its workmanship, will feel that the organization has lost confidence in it and the company, in turn, may so lose confidence in itself that the quality of the product will be cheapened thereby.

Another serious loss will be that dealers will feel they have been defrauded. Dealers who have stocked the goods with the assurance that consumer advertising would create consumer demand and help them sell the goods, suddenly finding their shelves filled with the merchandise and no advertising to help them, cannot help thinking that they have been tricked and that they may be forced to stand a heavy financial loss on account of this seeming deception. They are likely, therefore, immediately to lose interest and turn from pushing the merchandise to certainly nothing more than half-hearted interest, feeling that if they can get rid of what they now have they will be very fortunate.

Also, old customers are apt to decide that they must have been mistaken in their judgments as to the merits of the advertised goods. Everyone takes a pride in the advertised articles he buys. In the case of an automobile—the more advertising the owners see, the more satisfaction they take in their possession and the more they urge other friends to join the same class. A pleased customer who is taking the position of a salesman without compensation simply because of his pride in his purchase, finds himself in the same position as the salesman of the house.

The advertiser will lose a part of the investment so far made. Every large advertiser has on his prospect list, either potentially or actually, many prospects who are almost sold. The last dollar spent

(Continued on page 196)





# When Telephone Selling Is a Public Nuisance

Yes, You "Law of Average" Sharks; You May Sell One in Eighty-five But What of the Ill-Will of the Other Eighty-four?

By Silas Hopper

THREE telephone conversations:

I

*A shrill feminine voice:* "This is the Triple Guarantee Life Insurance Company. We're sending our medical examiner up to see you, Mr. Hopper. When should he come?" Mr. Hopper, who has never been called on by a salesman of the Triple Guarantee company or solicited in any way by that company, replies: "If your examiner comes here we'll examine him for his sanity."

II

*An unknown man's voice:* "We're shipping you a case of our California Figs, Mr. Hopper. Your name was given to us by a friend. What's your home address? You want them sent there, don't you?" Mr. California Figs thereupon received a fictitious address and for his rudeness he can pay the express charges back and forth on that shipment.

III

*A youthful male voice:* "I am speaking for Mrs. Amelia Gotrocks. She would like very much to have you as her guest next Thursday evening at dinner at the Hotel Swelldom." Knowing that Mrs. Gotrocks is making a campaign for funds for her pet charity—a home for indigent Maltese cats—and having never met Mrs. Gotrocks, Mr. Hopper tells one of the forty-three associate directors of her campaign that he must decline the honor.

\* \* \*

These are commonplace examples of an exasperating kind of selling that is being done every day in the year over the telephone.

The telephone has its place in selling. To call a prospect and inquire about the possibility of obtaining an order after the prospect has been given all necessary

information by mail or a personal call, is one thing. To telephone a cold prospect and demand a yes or no answer to a proposition on which no information has previously been directly given, is impertinent and uncivil. And this is what is being done over telephones throughout the country. It is being done by or in the name of big and important institutions. And what's worse, those who are employed to do it are, in nine cases out of ten, either young girls or immature youths.

I want to talk to the heads of businesses on this subject through PRINTERS' INK. If any of them have been beguiled into this kind of selling by some misguided sales manager, I hope what I say will make them put a stop to it. If any of them are entertaining the idea, I hope they will drop it. If there are some who pride themselves on the fact that their organization doesn't do this sort of thing, I would say they should look a bit further. Take the insurance company I cited. I started a small investigation of that company's selling methods. I found that it let each general agent sell in any way he chose. The general agent who tried to take all of the selling hurdles in one jump by having some \$12 girl clerk say that "the medical examiner is coming to see me" is especially addicted to this form of selling. If he can't get away with the medical examiner idea, his next brazen advance is to telephone a luncheon invitation to the prospect. The fact that he has never seen the prospect causes no conflict with the rules in his book of etiquette. So I say the head of the business who says his organization is beyond reproach might well find out what his general agents, district sales man-



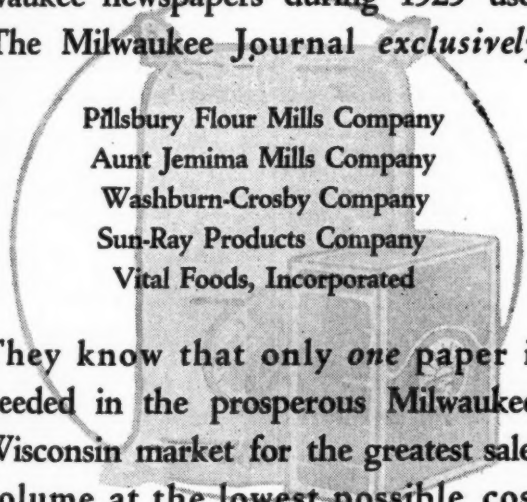
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*More Than One Half Million Wisconsin Readers Every Day*

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# How Flours Say It—

**A**LL nationally-known flour manufacturers who advertised in Milwaukee newspapers during 1925 used *The Milwaukee Journal exclusively:*



Pillsbury Flour Mills Company  
Aunt Jemima Mills Company  
Washburn-Crosby Company  
Sun-Ray Products Company  
Vital Foods, Incorporated

They know that only *one* paper is needed in the prosperous Milwaukee-Wisconsin market for the greatest sales volume at the lowest possible cost per sale—

***The Milwaukee Journal***  
**FIRST—by Merit**

---

*Read by More Than Four Out of Five Milwaukee Families*

---

agers or free-lance salesmen are doing with the telephone.

Here's what I want to say to heads of businesses: This idea of canvassing cold turkey prospects for orders over the telephone looks well when set down on paper by some salesman, sales manager or efficiency expert. He can quote "the law of averages" to you and show that you get one sale out of every eighty-five telephone calls. Well and good, so far. But how about the other eighty-four? The figures never show the remarks that this selling method caused most of those eighty-four to make about your company. You have built a wall of sales resistance around most of them. As the years go on, you will need business from many of those eighty-four. Any form of selling that intrudes itself into the privacy of the prospect's home or office as rudely as does telephone selling, can succeed in getting results only at a terrific cost of good-will and future business. There is probably no more expensive form of selling under the sun. I think this idea needs no further exposition from me.

Now just a brief message for telephone companies: You have pushed this idea of selling over the telephone. You have seen it grow into an actuality. And in pushing it have you not worked an injustice upon your subscribers? It would seem to me that if you continue to push this idea your subscribers must, in an ever increasing number, ask to have their names omitted from telephone directories.

### E. M. Price Joins "The New Yorker"

E. Melville Price, formerly a partner in Sweeney & Price, publishers' representatives, Boston, has joined the advertising staff of *The New Yorker*, New York. He will handle New England and other national accounts, from New York.

### Bridgeport Chemists Appoint Erickson Agency

Girard & Company, Bridgeport, Conn., manufacturing chemists, have appointed The Erickson Company, New York, to direct their advertising account.

### West Coast Lumber Association Appoints Seattle Agency

The West Coast Lumber Trade Extension Bureau, of the West Coast Lumbermen's Association, Inc., has appointed the Botsford-Constantine Company, Seattle, Wash., advertising agency, to direct its campaign for the advertising of West Coast lumber. Subscriptions to the advertising fund are now in excess of \$300,000 a year for three years. Magazines, newspapers, farm and business papers, and dealer helps will be used.

### New Accounts for Brandt Advertising Company

The Stillman Cream Company, maker of toilet goods, Aurora, Ill., has placed its advertising account with the Brandt Advertising Company, Chicago. Magazines will be used.

The St. Tammany Development Company, St. Tammany, La., has also appointed this agency to direct its advertising account. Northern newspapers will be used in a campaign for this Louisiana-Mississippi development project.

### Detroit Office for Hearst Papers

An office at Detroit, Mich., has been opened to represent the following Hearst publications: *Chicago American*, *Detroit Times*, *Boston American*, *Milwaukee Wisconsin News* and the *Rochester, N. Y., Journal-American*. Under the direction of Louis C. Boone, a sales staff will be organized to cover the territory of Michigan, Ohio and Indiana.

### E. St. Elmo Lewis Leaves Campbell-Ewald

E. St. Elmo Lewis has resigned as vice-president, in charge of new business, of the Campbell-Ewald Company, Detroit advertising agency. He has been with this agency for about ten years and, until two years ago, had been in charge of the New York office.

### New Ginger Ale to Be Advertised

The Minneapolis Brewing Company, Minneapolis, will soon start a newspaper campaign on M. B. C. Pale Dry Ginger Ale, a new product. This advertising will be directed by the Amesbury Advertising Agency, also of Minneapolis.

### Clothing Account for Wood, Putnam & Wood

Barron, Cohen & Paulin, Boston manufacturers of men's clothing, have appointed the Wood, Putnam & Wood Company, Inc., Boston advertising agency, to direct their advertising. Newspapers will be used.

# getting attention

Those who do not know your product exists cannot buy it !

Artgravure Advertising turns the spotlight of attention of hundreds of thousands of eyes right to your merchandise. Like a well-groomed salesman, this medium with its beautiful reproduction in brown tones presents your advertising pictures and message in an interesting and attention compelling manner.

The number of regular, consistent advertisers in the

## Artgravure Section of

**The Providence Sunday Journal**  
increased over fivefold in 1925. This fact alone is sufficient proof that our gravure section produces results.

**Circulation**  
**over 70,000      Net Paid**

**Providence Journal Company**  
**Providence, R. I.**

Representatives

**CHAS. H. EDDY CO.**  
Boston   New York   Chicago

**R. J. BIDWELL COMPANY**  
Los Angeles   San Francisco   Seattle

# Pulls Like • •

A Chicago real estate advertiser (name on request) last week ran his regular 640 line advertisement exclusively in the daily Herald and Examiner from which he received 452 coupons and sold \$18,000 worth of real estate.

This is his regular ad which

## Chicago Herald

NEW YORK: 1834 Broadway

BOSTON: 100 Winthrop Square

# Everything!

he runs several times a month and this is his regular average of replies and sales. His advertising is operating through the Herald and Examiner at a cost of one per cent.

He is very well satisfied that the Herald and Examiner "pulls like everything!"

## land Examiner

TON, Inc. Winthrop Square

SAN FRANCISCO: Monadnock Bldg.

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# As The Ticker Ticks—

Telegraph, telephone, ticker—truly the broker demands the utmost speed in the transmission of financial information.

Back of him stands an army of Chicago investors. They are hardly less insistent on speed than he. They want their news of markets while it is still news—not the day after, when it is history.

That is why the "Final Edition" of The Chicago Daily News is so widely read by that large public interested in investment securities. Recording as it does the stock and bond activity of the day, The Daily News market and financial department holds the interest and confidence of innumerable investors and prospective investors.

The priceless value of the ticker is in its speed in news transmission. Its tape is virtually the measure by which the value of market information is gauged.

Telegraph, telephone, ticker—all serve The Chicago Daily News continually through the day, and their messages, assembled, classified, captioned and made easy to read are spread before Daily News readers 12 hours earlier than the same information is available in any morning newspaper.

The 400,000 daily average circulation of The Chicago Daily News represents approximately 1,200,000 daily readers—the most responsive market for securities in Chicago.

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## THE CHICAGO DAILY NEWS

*First in Chicago*

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# We Expect to Eliminate Spotty Distribution by 1930

We Have Worked Out a Complete Plan Which Is Already Developing Business in Undeveloped Territories Without Hurting Our Good Territories

By F. M. Cartland

Sales Promotion Manager, Boston Varnish Company (Kyanize)

**A** YEAR ago, we began to search for a means by which we could systematically cover the United States thoroughly.

Today, we have in full swing a plan for developing business in undeveloped territories that is based on efforts which will be cumulative up until 1930, at which time our distribution will be double that of 1925.

It is not a rigid plan, but has been made flexible so that varying conditions in varying areas can be shaped to the final desired result.

After studying various methods for increasing distribution, we came to the conclusion that one based on the wealth of communities by counties would be the most feasible for our purposes. The 1920 Federal Census gave us this information regarding production of wealth by counties, crediting each with the value of raw materials produced, such as agricultural wealth, livestock, mining, etc., and showing separately the increase in value through manufacturing processes.

In this way, for illustration, a county which produces a large quantity of cotton is credited with the value of this cotton and the county which manufactures the cotton into textiles is credited with the increase through the manufacturing process. With such information, we have a more accurate indication of the purchasing power of a community than we have ever before been able to secure from any available data.

In connection with the purchasing power of each county in the United States, consideration was also given to two other important factors—first, the standard of living, as indicated by the number of

income tax returns per county and the number of passenger automobiles in each county; and second, accessibility, as indicated by the number of dwellings and the number of retail outlets per hundred square miles.

Results of these various analyses showed us that approximately half of the number of counties in the United States (covering also approximately half the area) produce 87 per cent of the wealth, pay 96 per cent of the income tax returns and have 88 per cent of the passenger automobiles.

An analysis of the sales of Kyanize products by our own organization throughout the United States for the two previous years showed that these same counties produce more than 93 per cent of our business!

Briefly stated, half of the counties of the United States are worth while for our salesmen to cultivate thoroughly, and these counties are the same which have been buying the most varnish and enamels from our men.

These comparisons of our own records with research figures and maps showed where our effort had been going astray and where it would not be worth while to continue to throw away dollars and energy.

## ANALYZING SALES POSSIBILITIES

Our first step, then, in working out the plan to develop undeveloped territories was to make a comparative analysis of sales potentiality by counties. Altogether, we found 1,500 "good" counties available for our purposes.

The second step was to make three classes of districts. The first included those counties in

which our sales were an average, or above average, for the possibilities of the section. The second class comprised those in which sales fell below average. The third class took in those counties where we might be justified in following up previous sales promotion work, even though these counties technically were outside the boundaries we had drawn.

Our analysis also showed us that we could safely plan to double distribution in five years, an increase of 20 per cent a year, taking into consideration the sections where we already were selling more than average quotas as well as those in which we were selling less than average. Accordingly, we established what is called a "potential quota for 1930."

In laying out these sales figures, we divided the country into ten territories, grouping the States where conditions are similar and allotting to each a quota that was based on a thorough examination of conditions, past and present, in those groups.

For instance, we found that from the New England States, where our factory is located and where our product is well established, we should expect a larger proportion of sales than from equally wealthy districts where we have not spent so many years and dollars in making Kyanize products a standard. In this district, figures show that the good counties are producing 8 per cent of the total wealth of all good counties in the United States. So, taking into consideration our standing here and our promotional efforts, we have set the New England quota at 16 per cent of our total. In other words, our work in this district should produce double results.

In group two, on the other hand, farther from our factory and where we have not put such intensive selling efforts in the past, we should not expect such big results. This group, which includes Pennsylvania, New Jersey, New York, Delaware, Maryland and West Virginia, has good counties which produce 28 per cent of the national wealth. The quota here,

taking all factors into consideration, is 32 per cent of our total sales quota.

A word here about analysis of territories as laid out for salesmen. In New England, we have much business direct from dealers, but as we get farther from the factory we have exclusive distributors to whom our salesmen turn over all business. Outside of the large cities there is only one exclusive agent in a town. Jobbers do not overlap, and our salesmen cover most of the distributor's territory at least twice a year.

Taking all these facts into consideration, as well as allowing for differences in fertility of various territories, some readjustments were made so that the opportunity would be more nearly equalized in the areas which our forty salesmen cultivate.

The next step was to distribute the sectional quotas proportionately over the counties in each man's territory so that the salesman could judge intelligently how much effort should be devoted to different sections.

We had found, you see, that, based on our quota allotments, some good counties already were exceeding their 1930 quota. We added only a 10 per cent increase in these counties and proportioned the rest of the quota over the remaining counties in that district. There were many cases of this sort.

#### SOME INTERESTING FIGURES

In two counties where the 1930 figure was \$3,000, one county already had \$2,000. Consequently, its quota, instead of being a 20 per cent increase for the next year, would be only our minimum of 10 per cent. The second county already had \$4,000 yearly volume, so it took a 10 per cent increase, and another county somewhere down the line, as a result of the strength of these two leaders, had only to reach \$500 yearly volume to hold up its end.

Quotas are so equalized that there are no excessive marks for any county to reach during the first year. The well-developed areas are bearing the brunt of the



battle while the under-developed counties are getting dug in. As the latter gain in strength, their quotas will be raised. It is the group results that count, and the fact that one county already has reached 85 per cent of its 1930 quota shows what we can expect, with proper cultivation, from other similar districts.

With these adjustments of territory made and sales volumes estimated, our next problem was to determine how we could best stimulate the efforts of our salesmen to make their county quotas. They already had been working on a salary and expense basis with a yearly bonus on increase in sales, but they had had no definite mark to shoot at.

To work out a new compensation plan, we figured carefully how much additional selling expense would be justified on the estimated increase in volume, and when the amount had been determined, it was divided into two parts. One of these parts, usually the larger amount, was distributed over the counties in proportion to quotas, to be paid as the quotas are reached. The other part of the increased compensation was applied to the total territory quota and will be paid at the end of the year, with additional compensation on volume in excess of the territory mark.

The object of this plan is to stimulate a thorough coverage of the entire territory rather than an excellent coverage in one county and none in another. Some men, for example, already have exceeded their spring quota in certain counties. Instead of spending any more time there, they have moved into undeveloped counties. They can make no more commissions on increases over the county mark, so it behooves them to go into districts where they can earn an additional bonus. The result of this is what we have aimed at—a more even development of good sections.

In some cases, the quota marks meant big increases over the salesman's normal sales figures, so our next problem was to develop additional business for such a man.

The first move was to compile lists of prospects in all towns of the good counties which we expected to develop. These lists contained 16,000 names of dealers in towns where we were not satisfactorily represented, dealers whom we would be glad to have handle Kyanize products. These were in addition to 10,000 established dealers.

#### THE CAMPAIGN HAS TWO AIMS

Therefore, we have divided our campaign into an effort directed at prospects to get them to handle our line and an effort directed at the established agents to get them to carry new items and a full stock. Our first mailing to 16,000 prospects brought 550 requests for the agency proposition within ten days, and returns are not yet complete. Returns from our second mailing are not yet in. For the campaign this season, our series consists of six mailings—three letters and three folders, addressed to prospects. A similar series also goes to agents.

These are tied right up with the salesman by sending him the names of prospects who respond while he is on the road. Between the time the prospect answers the company letter and the time the salesman is able to make the call, letters and additional literature from the home office are intended to keep up his interest to the moment of the salesman's visit. Sales promotion among the established agents is worked on similar lines.

For example, a first letter in a campaign goes to the company's entire list and covers a general subject. A second letter, dealing with a specific varnish or enamel, goes to everyone, even if he has answered the first. It also goes to distributors.

Here, again, is a problem for us—gaining the interest of the distributor in our quota plan. As the distributor gets a great deal of the business in certain sections, with the help of our men, it is extremely important that he bear his share in increasing the volume of sales to our quota figures for

the section in which he is located. We have gone about getting his co-operation very simply.

We have used the mails to do this. Quite directly we have told the distributor what his quota is for the coming year, and how we are going to help him to get it. This has interested him, and we have given details at length. Some men have become so interested in our county plan that they have come to the factory to study it, with a view to using it for the distribution of their other lines.

Others are sending us inquiries from prospects so that we can follow them up with the promotional work that they have seen us doing. This co-operation is essential, for where our men work with the distributor his help is needed in keeping quotas cleared up. We are able to do this through letters to our distributors in which the situation is explained.

The task of selling the 1930 quota plan to salesmen was not so difficult as might be expected. The method used, as in the case of telling the distributor about it, was quite simple. We took a salesman's book that had been worked out for the quota plan and explained it from their angle. This initial presentation was made at our convention, and following this, we went over the plan individually.

Only one or two men objected, and their kick (they had an eye to bonuses) was that their quota was not high enough.

The salesman's book carries a complete record for each man. In it, is his 1930 potential for each county, his sales for the past two years and his quota for the new year. There is a page for each county he covers, and on the back of each page is a list of all the prospects in that county with a red star indicating the best prospects who have responded to promotion literature. The record also shows what products each dealer has bought, so that the salesman can know what new product to push first.

As a result of this complete record, one man in New York with a quota of \$2,600 in one county made

an initial sale of \$2,700, and knowing that his bonus ended right then and there, he moved on to another county to spend his additional efforts—which is just the result our plan aims to achieve.

Besides such records, the office keeps tab of sales by counties, with each man's territory entered in visible record books so that we can know at a glance all about agents, customers, prospects, towns without representation, and sales. Names are flagged according to products carried, and at any moment we can send out letters on any product to exactly the dealers or prospects who should have them. A further record is kept on maps which show whether towns are being visited, quotas reached, spring orders taken, no orders taken, and whether prospects are being made into dealers as a result of sales promotion activities and salesmen's visits.

### Malcolm Muir to Direct McGraw-Hill Sales

An amended sales plan which retains the unit control system for its groups of publications but clears the way for more centralized service in selling has been adopted by the McGraw-Hill Publishing Company, New York. Under the amended plan, general sales control is placed in the hands of Malcolm Muir, vice-president, who, as director of sales, is made responsible to the president and board of directors of the company for general sales policy, operation and organization.

Edgar Kobak, whose election as a vice-president and director was reported recently, has been appointed general sales manager, with direct charge of the operations of the sales organization, and head of the electrical unit, which includes the electrical publications of the company.

### V. O. Schwab with F. E. Compton & Company

Victor O. Schwab, recently advertising manager of The Thompson Barlow Company, Inc., New York, has joined F. E. Compton & Company, publishing, Chicago, as promotion manager. He was formerly with Ruthrauff & Ryan, Inc.

### Joins International Radiolite

Jesse H. Phelps has been appointed sales manager of International Radiolite, Inc., St. Paul, Minn., battery manufacturer. He was formerly sales manager of the Minneapolis Electric Lamp Company.

## ***Selling Automobiles pays in PHILADELPHIA***

Federal Reserve figures for the Philadelphia district indicate that far fewer automobiles are purchased on the instalment plan than is popularly supposed.

Employment in the Philadelphia area is general and pay envelopes contain more than last year owing to increased output of the many different manufacturing plants in this district.

Where and when people have the cash is the place and time to advertise automobiles, and from every view of the business barometer, Philadelphia now is a good place.

### **Dominate Philadelphia**

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

## **The Evening Bulletin.**

PHILADELPHIA'S NEWSPAPER



Net paid daily average for 1925:

**524,662** copies  
a day

The circulation of The Philadelphia Bulletin is the largest in Philadelphia and is one of the largest in the United States.

New York—247 Park Avenue (Park-Lexington Building)  
Chicago—Verree & Conklin, Inc., 28 East Jackson Boulevard  
Detroit—C. L. Weaver, Verree & Conklin, Inc., 321 Lafayette Boulevard  
San Francisco—Thomas L. Emory, Verree & Conklin, Inc., 681 Market Street

(Copyright 1926—Bulletin Company)



WALLACH BROTHERS  
Fifth Avenue Store  
Opposite Library

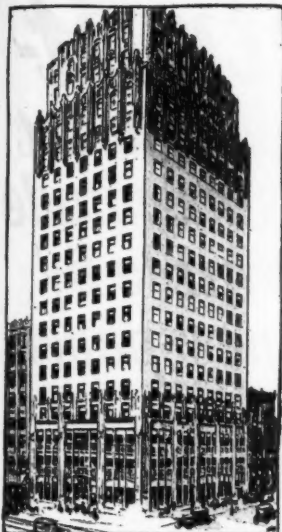


## Sixteen Years of Building in the New York Evening Journal

**W**ALLACH BROTHERS started in a small way, back in 1887. Their business grew steadily. Soon they had two stores, then three, until today there are five great Wallach stores serving men.

The New York Evening Journal has been an important factor in this growth. Sixteen years ago Wallach Brothers started telling Evening Journal readers about Hart Schaffner & Marx clothes and the other nationally known products in their stores. They've been building a greater business all these years.

Wallach Brothers have been staunch believers in the sales-producing power of consistent advertising.



WALLACH BROTHERS  
41st Street at 7th Ave.  
*Store just opened*

Their continuous use of the New York Evening Journal for sixteen years is a remarkable tribute to this newspaper . . . . . demonstrating the Evening Journal's ability to sell quality merchandise to men . . . . . emphasizing the influence of the Evening Journal's vast audience of women readers who play such an important role in the sale of men's wear.

The tremendous purchasing power and responsiveness of the New York Evening Journal readers is reflected in such outstanding successes as Wallach Brothers who have used over 750,000 lines of advertising since 1910 to reach the largest evening circulation in America.

Average net paid circulation of the New York Evening Journal for week ending February 20, 1926

**738,193 copies a day**

# NEW YORK EVENING JOURNAL

America's largest evening newspaper circulation—and at 3c a copy  
Double the circulation of any other New York evening paper



***Detroit***  
*the only market*  
*of its magnitude*  
*coverable by*  
*one newspaper*

**The Detroit News**

*Detroit's HOME Newspaper*

**D**ETROIT with 1,500,000 population, presents a picture of prosperity that is without parallel in America. Other cities have grown rapidly as the result of climatic and geographical advantages, but Detroit's growth and prosperity, astounding as it has been, is based on a stable industry that is today as fundamentally a part of the economic life of America as the steel industry.

Detroit manufactures 83% of all the motor cars built in the United States; notwithstanding which, it leads the entire world in 26 other industries, and in 1926 Detroit is employing more men and women than at any other period in its history. The total number of actual wage earners at work in its more than 2,500 plants now is upwards of 450,000.

Such a market, full of workers earning good wages and taught by contact with the automobile industry to appreciate things that help to make life more pleasant, has proved intriguing to the greatest national advertisers. All the more have they chosen Detroit for their sales campaigns because The Detroit News, the newspaper of the home, covers the whole field thoroughly and alone. In fact, no other city of Detroit's size or larger is so thoroughly covered by one newspaper as Detroit is by The News. Others are profiting by this opportunity—so should you.

# A Wedding a la Direct Mail

An Engagement Notice in the Papers Starts a Flood of Advertising  
Toward a Peaceful Household

By Allen T. Tate

MY daughter is to be married. I have placed a meagre notice of the engagement in the morning papers.

That little notice certainly has started a flood of advertising toward our peaceful household.

First, my wife complains that she has been answering phone calls all day from those who would like to do something for the prospective bride and groom.

The photographers are the most insistent. Being blocked off on the phone by my wife's statement that "all arrangements have been made, thank you," they start correspondence.

One letter reads thus:

As our society publication department supplies the best papers and magazines with photographs of prominent girls when their engagements are announced we are writing to ask if you also will allow us to photograph you for this purpose. You will be under no expense whatever and proofs will be submitted for your approval with the understanding that none of them will be published in case you are not pleased with them.

You no doubt have seen many of our photographs published as we have the largest department of this sort of any studio and have released pictures of many girls—some of whom are perhaps your friends.

Hoping to be favored by you, we beg to remain,

This letter produced no effect. A second phone talk made it clear that publicity was not desired. Then came the following letter:

Confirming our request over the telephone this morning, we shall be very pleased to have you sit for us allowing us to submit proofs for your approval with the understanding that you will not be obligated to purchase photographs. We feel that our type of photography will appeal to you as something superior to anything photography has heretofore offered.

As you do not care for publication we assure you that none of them will be published or in any way released from our studio.

Hoping to have the privilege of serving you, we beg to remain.

Another photographer, anxious to be in on the event, writes:

You will not let your wedding day pass without recording it with a picture that you can hand down to posterity as family history.

Our artist will call and make the picture just before the wedding without obligation of any kind to you if you will let us know the day and time.

These photograph letters are all signed with a cunning girlie name.

Then, I received a very beautifully engraved letter from a firm which wants to sell my daughter the wedding stationery. It reads:

With the announcement of your engagement, we are placing your name on our list as a prospective purchaser of wedding stationery. It is never too early to take this matter up and it is far better to consider it with deliberation than to be hurried at the end.

We are prepared to give you all necessary advice in regards to wedding stationery through our specially trained employees who constantly keep in touch with the latest customers. You will find many inquiries arising that should be answered by this department. We suggest that you write us promptly.

Comes next a letter from a firm that will make all travel arrangements. Who could resist this?

We are taking the liberty of handing you herewith a copy of our consolidated sailing list giving all transatlantic departures for the next few months and the services which our organization is prepared to render to the traveler abroad.

Through our offices and connections abroad we are in a position to render a very high standard of service in all matters pertaining to travel and if chance your program takes you to Europe this summer we hope it will be our pleasure and privilege to serve you.

You are invited to call upon us freely for any information which you may require concerning steamship accommodation, cruises or land arrangements.

Alas! when this letter was received, her passage had been already booked and all arrangements had been made for a glorious char-a-banc trip through England and the Continent.

And this letter from a volunteer "trousseau fixer":

"\* \* \* presents her compliments to Miss Tate and would



esteem it a privilege to have the opportunity of helping with any part of her trousseau requirements."

All very grand and expensively steel engraved.

Then there is this from a lady who commercially calls herself a "shopper":

Let me do your necessary shopping. Housefurnishings and clothes my specialty.

I have charge accounts at all the principal Fifth Avenue shops, attend all the advance private exhibitions, and will return purchases if unsatisfactory.

My years of experience, acknowledged good taste and satisfied customers authorize my saying you will be pleased.

May I shop for you or with you, service gratis.

#### A "little" shop writes:

We believe you will agree with us that there is scarcely a sight more alluring to the bride-to-be, than a snowy array of fine trousseau linens, correct in size and design for every household need.

Shopping for linens is apt to become tiring. There are so many varieties of sizes, patterns and monograms to price and compare. A hasty choice often proves expensive. At our shop you are relieved of all such worry.

It will afford us great pleasure to have you call and leisurely examine our complete stocks of the finest imported linens and boudoir accessories, at prices which are never excessive.

Everybody wants to help amuse the bride and announcements of amusement bureaus are numerous. One letter reads:

Confirming our secretary's conversation over the phone with you, we wish to advise you further as to the character and range of the repertory of this bureau, initiated by us for providing musical and dramatic entertainment at high-class social functions.

Dance Orchestras

Concert Music

Exhibition and Specialty Dance Artists.

Vocal and Instrumental Soloists

Song and Dance Ensembles

Novelty Entertainment

The success of any entertainment provided by us is assured. Our performances at the Hotel and broadcasting station at Miami Beach have gained widespread recognition.

We have the most exclusive social, club, and organization clientele in this city.

And the hotels—they are sure they can accommodate the wedding and the whole entertainment.

The gem in our collection is a hand-written two-page letter

signed by a lady who, judging from her method of signing her name, is anxious for us to know that she is married.

It is all very correct and begins:

May I have the pleasure of talking with you in regard to having your daughter's wedding and reception or dinner at

The .....

The quaint, artistic, Italian Garden and charming Louis XV Ball Room adjoining, have been used very successfully for all sorts of private affairs, and have been the scene of many of the most attractive and brilliant weddings and receptions of the last four years, including (and then follows a list which makes my modest head swim).

If you will give me the opportunity of showing the rooms to you, I shall appreciate it greatly, and I can assure you that we shall do all in our power to be of assistance to you, should we have the pleasure of serving you.

Hoping that I may have the pleasure of hearing from you.

And in imitation hand writing this chummy and touching appeal:

A mutual friend, one who has an account at my store has just told me of your recent engagement.

May I add my congratulations to those you have already received, with the hope that there is great happiness in store for you.

The friend of whom I speak, thinks very highly of you and suggests you would be an ideal customer.

As a matter of information, I wish to say that I have always given special consideration to newlyweds and feature complete home outfits at large price concessions.

No doubt you are contemplating the furnishing of a new home.

I am extending you a personal invitation to visit my store to inspect the lovely furniture on display. I would personally enjoy showing you about the store and I am enclosing my card with a memorandum to the store manager to inform me when you call.

Since we give no commissions to those who refer customers and to show you my regard for the recommendation of our friend, I am enclosing also a check for twenty-five dollars that can be applied as a deposit on a purchase of furniture amounting to over two hundred and fifty dollars.

Of course, I will be glad to extend to you the privilege of a charge account and you can name your own terms.

I hope to be favored with an early visit and wish to express again my sincerest congratulations to both you and — (the name of the prospective groom in handwriting).

Then comes a letter asking if Madame Blank may not be given the privilege of making the wedding cake. She encloses alluring photographs and writes:



Every weekday, Indianapolis readers have a choice of three newspapers, one morning and two evening. They buy more copies of The Indianapolis News on weekdays, than they do of the Sunday paper on Sunday, when they have no choice. Reader preference!

\* \* \* \* \*

In 1925, advertisers bought more space in the six issues a week of The Indianapolis News than they did in the twelve issues a week of both other daily Indianapolis newspapers combined. Advertisers' preference!

\* \* \* \* \*

For fifty-six years no other Indianapolis newspaper has ever even remotely approached The News in advertising endorsement. A *half century* of leadership.

\* \* \* \* \*

Greatest results per dollar—not for a few advertisers, but for ALL of them—not in occasional, spectacular campaigns, but in *all* of them *all* the time!

## The Indianapolis News

FRANK T. CARROLL, Advertising Director

Dan A. Carroll  
110 East 42nd St.  
New York

J. E. Lutz  
The Tower Bldg.  
Chicago

On the occasion of Miss Mary's engagement, I wish to call your attention to my wedding specialty which I have supplied to all the prominent weddings in the States for twenty years.

My cake is made from a very old English recipe and is a secret. I am sending you a sample of this delicious cake.

Awaiting the favor of your valued patronage.

And lastly, we come to the man who would furnish the ring for the ceremony. In cunning books he tries to get the bride away from the old-fashioned plain band ring. Even if she has a ring he places in the mouth of a third party, this patter:

"After Jack gave me this new engagement ring, I regretted so much that my plain gold ring didn't make a better showing with it. I was lamenting along these lines to my jeweler one day and he said, 'You can retain all the cherished sentiment of your wedding ring and have it match your new platinum ring, too.' I was incredulous, of course, and he explained how the cherished wedding circlet with all its sentiment need not be sacrificed in following the dictates of fashion.

"He told me how the skill of modern craftsmen makes it possible to make over any old fashioned wedding ring, no matter what its width or shape, without cutting it, without harming the inscription or in any way destroying its cherished sentiment. He said my ring might be overlaid with platinum and beautifully hand chased, or it could be set with any number of diamonds, if desired.

"It's beautiful! and I'm going to have mine done like it, because I've always wished my wedding ring made a better appearance beside my platinum rings."

*Vanitas Vanitatum.* I wonder, how I wonder, does all this hit-or-miss struggle to get business pay? Does this tickling the vanity succeed?

For the good of advertising I find myself almost hoping that it does not.

### Engineering Account with Montreal Agency

The Affiliated Engineering Companies, Ltd., Montreal, has placed its advertising account with the Desbarats Advertising Agency, Ltd., also of Montreal. Trade and technical periodicals will be used.

### Orange Crush Appoints N. R. Swartwout

N. R. Swartwout, formerly with the *Baker's Helper*, Chicago, has joined the Orange Crush Company, of that city, as manager of its advertising department.

### Great Northern to Advertise to Future Industrial Captains

To impress the future captains of industry with the values and business opportunities of the Pacific Northwest, the Great Northern Railway is this year extending its advertising of the Northwest to include collegiate publications. This is one feature of the railroad's 1926 advertising plans as outlined by J. Wesley Young, general passenger agent.

In addition to the collegiate campaign, twenty-seven magazines and a number of newspapers throughout the country will be used to feature the tourist attractions of the Pacific Northwest.

The magazine advertising will be educational in character, featuring historical backgrounds and the romantic lure of the West. The newspaper advertising is being planned specifically to bring about actual movements of tourists and travelers in the Pacific Northwest and Alaska.

The advertising campaign will be co-ordinated with a sales campaign put on by the passenger traffic offices and representatives of the Great Northern located in all the principal cities throughout the East.

### A. W. Fell Buys Williamsport "Gazette & Bulletin"

Albert W. Fell, together with a group of associates, has purchased the Williamsport, Pa., *Gazette & Bulletin* from H. R. Laird. Mr. Laird, who has been president and general manager, will retire on April 1. Mr. Fell has been manager of the Pennsylvania Newspaper Publishers Association and formerly held a similar position with the New England Daily Newspapers Association.

### Ginger Ale Account for United Advertising Agency

The America Dry Corporation, Long Island City, N. Y., manufacturer of America Dry ginger ale, has placed its advertising account with the United Advertising Agency, Inc., New York. A campaign in newspapers throughout the country has started.

### Harry Porter Agency Advances J. A. Beatty

James A. Beatty, for six years space buyer of The Harry Porter Company, New York advertising agency, has been elected secretary and treasurer. He will continue to supervise all buying of space.

### Self-Flex Belt Account for Chappelow Agency

The Woodward & Cochey Manufacturing Company, Chicago, has appointed the Chappelow Advertising Company, St. Louis, to direct the advertising of Self-Flex belts.

MARCH, 1926

## SAKS - FIFTH AVENUE

FORTY-NINTH to FIFTIETH STREET  
NEW YORK



**CORRECT  
EVENING PRESS**

A fine art, appreciated only by the smart minority, is the selection of faultless evening attire and accessories. At Saks-Fifth Avenue, one may make selections from the newest and smartest things in America—with complete assurance of correctness. With such attire only can a man be assured of true distinction.

*Every-issue Advertisers in Vanity Fair*

One month after Saks-Fifth Avenue opened their new store in September 1924, they began using full pages in Vanity Fair, and have continued to display their fine merchandise—masculine and feminine—in every issue since then.

## VANITY FAIR

*One of the Condé Nast Group  
All members of the Audit Bureau of Circulations*

# There are nearly prospects for your

Think of Business Boston as a great compact city, really the fourth largest in the country. No such city appears on the official map or on the census list, yet such a city *exists*, and every national advertiser should know it!

There are more people per square mile in Boston than in any other city in the United States—New York excepted. It is the fourth richest market in the country. And one of the easiest to sell, once you know its secret!

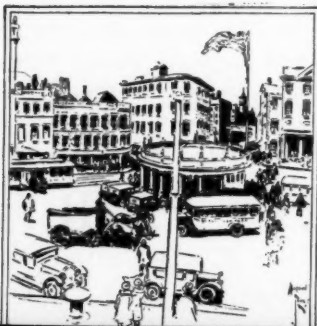
## *The way to success in Boston*

The Boston market is a *divided* market. The people of Boston separate into two great population groups, divided on lines of sentiment, tradition and origin. So marked is this population division that no single newspaper can, with success, appeal to both groups.

To sell both these great population groups you must use at least two newspapers, and one of these *must* be the Boston Herald-Traveler. For the more important of these population groups is covered by the Herald-Traveler only.

Let us tell you more about this peculiar Boston situation. Write today for our booklet "Business

Boston." You'll find it full of surprising and important information.



Harvard Square, Cambridge. Cambridge is really Boston. Only the slim Charles River separates these two historic towns. Yet in this community, listed as a separate municipality by the census, live 112,669 prosperous people, more than 25,000 families. Forty-two out of every hundred of these families read the Herald-Traveler.

Cambridge is only one of the 40 towns and municipalities that are within 15 miles of the center of Boston.

# 2,000,000 goods in BOSTON



Business Boston is a  
wheel—not merely a  
hub.

## BOSTON HERALD-TRAVELER

Advertising Representative:  
George A. McDevitt Co.  
250 Park Avenue, New York City.



For five years the Herald-Traveler  
has been first in National Adver-  
tising among Boston daily news-  
papers.

# Know the Facts

*about advertising rates in Journal-Post City*

(Eastern Kansas and Western Missouri)

**T**HE LOWEST milline advertising rate in America is now available to Journal-Post advertisers on the combination basis of the Kansas City Post, evening (circulation 156,308) and the Sunday Journal-Post (circulation 170,509), at 40 cents an agate line.

Buyers of advertising space in the Journal-Post may choose any two issues during a calendar week and are not required to use two successive issues to secure favorable combination rates.

By using the evening Post and the Sunday Journal-Post the remarkably low milline rate of \$1.22 is secured—the lowest combination rate in America.

## Choose From This List

	Line Rate
Morning Journal, 145,778 .....	25c
Evening Post, 156,308 .....	25c
Sunday Journal-Post, 170,509 .....	30c

## Optional Combinations

Morning and Evening, 302,086 .....	40c
Morning and Sunday, 316,287 .....	40c
Evening and Sunday, 326,817 .....	40c

*Buy Advertising Circulation Sensibly*

# Kansas City Journal-Post

LORENZEN & THOMPSON, INC.

Chicago

New York

San Francisco

Seattle

# Usually There's One in Every Office

The Salesman Masquerading as an Inside Man May Be Hard to Find  
But Isn't He Worth Looking For?

By D. M. Hubbard

TROWBRIDGE drew down \$110 in prize money the other day for beating his 1925 quota and quit his job. No one blamed him. He had a chance to go in business for himself in a small way that couldn't be turned down.

Not so long ago he would have ignored the opportunity if it had come to him. The reason that he welcomed it in January is that in the last year he has learned that he could sell.

The only possible source of regret anywhere is in Trowbridge's sales manager's mind. He realizes now that he might have had a star man on his force for the last four or five years in place of a somewhat disgruntled inside man for most of that time. He realizes, too, that it is shortsighted on his part and expensive to overlook sales material in the rough that may be right at his finger tips in his own company.

It was only when he had satisfied himself by every possible test that his inside job was a blind alley that Trowbridge decided he must get out and sell or stay in a rut forever. It wasn't an especially easy thing to do, but to his credit let it be said that he found out in time that he had a stored-up reserve of courage to carry him over.

In pretty nearly every office of any size there is a Trowbridge, sometimes more than one, waiting only to be given a few polishing touches, and a modicum of encouragement to make him a paying investment to the company's sales department. In one of this morning's papers (a Monday issue) I counted 102 classified advertisements for salesmen. Most mornings there are many more than that. At least half of the 102 employers who inserted those adver-

tisements presumably could have found someone in their own organization capable of being made into a satisfactory salesman.

The wrinkled old adage about grass in the other field always looking greenest applies too often to salesmen and their jobs. It applies, however, with equal force to sales managers also. If the average salesman who is not doing too well at present is inclined to be dazzled by the lure of a job that some competitor can offer him, what about the sales manager who overlooks potential sales material in his organization simply because that material is harnessed to some routine office job?

Take the case of Trowbridge again. He came in from Iowa six or seven years ago as a clerk. Inside of a couple of years he had a title, that of office manager, which pleased him until it dawned on him that his salary had apparently found permanent anchorage. He studied his company's products but never gave a thought to selling them, assuming that he was to be an inside man for whom the house would always provide a comfortable place.

AS AN OFFICE MAN HIS SALARY  
WAS ANCHORED

That went along until he began to notice that his salesman acquaintances whose desks were not half the size of his acquired all manner of things beyond his reach. One of them asked him why he didn't ask to be transferred to the sales department. He answered that he thought he would go farther by sticking to his present job. That reply saved his pride for the moment; but Trowbridge knew that he was wrong, and it started him thinking about switching to the sales force. The big thing was to

get up enough nerve to take the jump.

On January 1, 1925, he set out with a bag of samples for the first time, apparently full of courage but actually pretty shaky. The boss let him keep his old salary which was somewhat higher than that of a cub salesman, but assigned him a quota a third bigger than the territory he was to work in had ever carried. On July 1 the figures showed that Trowbridge topped the sales force for the month of June. He repeated every remaining month of the year, finishing up with a bonus of \$110 for exceeding quota.

There is a theory among some sales managers that it is just as well for a salesman not to know every last detail about the merchandise he sells. The salesman who knows too much about his product, they contend, won't have the knack of presenting it to the buyer so that the latter will see clearly just how valuable it is to him. After all, the theory runs, the prospect isn't concerned with what the product is and how it is put together, as a rule. What he wants to know about is what service it is going to give him.

However this may be, I know that Trowbridge, who is anything but a fictitious person, drew down his share of the company's prize and bonus money chiefly because he knew his line from opening overture to final curtain. He was not a clever salesman, if you take clever to mean smart, brilliant and quick on the snappy come-back. A long background of office experience had taught him how to jump in and fit his merchandise and service into the customer's problem. He made the facts that he had at his command sell for him.

Trowbridge's sales manager might have had a good man on his force for several years longer than he did have him, if he had combed the office for material. Instead of that, he made a habit of transferring men from branch offices or of hiring competitors' salesmen when he wanted a new man. He was one of the disciples of the school that preaches that selling

is selling. "If a man can sell one product, he can sell anything," he used to say. He may be right on that, but he is as wrong as can be on the point that it's always necessary to look far afield for the material that can be trained into a real salesman.

In the order department of an Eastern textile mill a few years ago there was a young fellow who had taken the job there on leaving college with the idea of learning the "mill business." Two years made a top notch correspondent out of him, but he had bigger possibilities than keeping the mill's customers happy in spite of delivery delays, errors in shipments and so forth. The assistant sales manager saw possibilities for him as a salesman, although the boy himself felt that nature had cut him out for an inside man.

One day the assistant sales manager, who is known as anything but a soft speaker, said to him, "Watson, you've got to sell or quit the company. It's no use stalling. I put it up to the G. M. and he agrees with me. Next Monday morning you either start selling for me or he says you'll have to hunt up a new job. Now come into my office and we'll talk about your territory."

Watson did not know much about yarns or weaving and dyeing. He was short on nerve, too. But he did know how customers' orders should be handled. Before long his customers discovered that when they gave him an order they got service. If Watson promised them deliveries on certain dates, the deliveries came through. If they needed an item that wasn't in stock, Watson could invariably suggest some other number as a substitute that satisfied them and met competition. Within a year the assistant sales manager was holding Watson up to the other salesmen as a model.

Here was a man dissatisfied with his prospects. He looked over the field and decided he had certain limitations that would prevent him from getting anywhere by means of the sales department. He believed that nerve, aggressiveness



## *The Hub "Turns" in the Right Direction*

The Hub, owned and operated in Chicago by Henry C. Lytton & Sons, is one of the greatest men's clothing stores in the world.

During 1925 The Hub used 117,122 lines of display advertising in the Chicago Evening American, an increase of 22,319 lines over 1924. The Evening American received a greater increase in lineage than did all of the other five daily newspapers of Chicago combined.

A great tribute from a great store to the great pulling power of a great circulation.

**CHICAGO  AMERICAN**

A good newspaper

*Daily Average Net-Paid Circulation  
for January, 1926—487,433*

and the ability to back a buyer into a corner and hypnotize him were the prime requisites for selling success. Actually all that he needed to make him make good was someone to give him the initial push. After that he was able to take care of himself. Fortunately for the company and for Watson, too, there was a forward-looking assistant sales manager on the job.

The advertising manager of one of the big building materials companies told me the other day of the fine record that one of his former assistants had made on the sales force. This man thought he could write copy. A few attempts at it convinced the advertising manager that he was wasting his time. So he handled odd jobs around the department. One day the company decided to trace some of the coupons that were coming in from its advertising asking for data. This young chap was given several hundred of them and sent out to find out how many of the inquirers were actual prospects. He spent nearly two months on the job. When he came back and reported, he told his boss that he wanted to sell for the company. Failing that, he decided that he would sell for someone else. Two months of meeting people convinced him that selling, not copy writing, was his field.

Two car-loads a month represent the sales that this company looks to its men to produce. That is normal. Since December this ex-advertising assistant has turned a car-load a week regularly. "Probably he can't keep that up," his sales manager told me, "But this fellow knows our material so well, he knows so thoroughly how our most successful dealers are working that no real prospect gets away from him. And he sells them a real order instead of a sample. One thing that he has taught us is that when we want salesmen it will pay us to comb our own offices before looking around outside."

Among other things, every sales manager wants to know all he can about the moral fibre of a man, about his personal habits outside

of working hours and about his health before he hires him. Certainly it is much easier to get the facts on any or all of these important points from the man who is already in the company's employ than it is in the case of the outsider.

Put it down then as fact number one that the sales manager can know the man in his own organization far more intimately than he can know other prospects for jobs in his department. Put it down as fact number two that the salesman who is masquerading as a bookkeeper, clerk or assistant office manager is likely to know more about the company itself, its products and policies than a new man will absorb in months. And make a note of it as fact number three that selling is not a heaven-sent gift. Naturally acquired aggressiveness and nerve in a man fall far short as a guarantee of service to the consumer, for the essence of service lies in knowing how the product serves.

Usually there's one in every office—at least one of these so-called inside men who needs only a little training and encouragement to make him into a capable and valuable salesman. Instead of exercising an adding machine or making entries day after day in ledgers he would do more for himself and for his company if someone would make him get outside and sell. I don't say that it's always easy to see through his disguise and spot him, but in spite of that isn't he worth looking for?

### American Machine & Foundry Account with H. A. Calahan

The American Machine & Foundry Company, Brooklyn, N. Y., has placed its advertising account with The H. A. Calahan Company, Inc., which, as reported last week, is a new advertising agency recently organized at New York. Business, export and agricultural papers will be used for this account.

### Jewell Tea Sales Increase

The Jewell Tea Company, Chicago, reports sales of \$1,115,701 for the first four weeks of January, compared with \$1,059,584 for the same weeks of 1925, an increase of 5.3 per cent.

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## **"ALL I KNOW IS WHAT I SEE IN THE PAPERS"**



WILL ROGERS, philosopher in cap and bells, nightly confesses to his audiences that all he knows is "what he sees in the papers"—and when you come right down to it, that is all any of us know about the social and economic movements that affect the life which surges around us.

If you have been reading your papers lately, you know that the United States is passing through a period of prosperity.

Perhaps you read about the National Retail Dry Goods Convention which was recently held at the Hotel Pennsylvania in New York.

Prominent merchants from various parts of the country expressed their views on the outlook for this year and they were optimistic that 1926 would touch the splendid record of sales of 1925.

The reason they gave for this optimism was: "More money in the pockets of the people; more buying of higher priced goods and in larger quantities, luxuries are being sold to a class that hitherto has been compelled to pass them by."

**D**URING 1925 there was a tremendous increase in production throughout the United States. The American industrial output last year was the highest ever recorded, and this output was directed almost entirely to constructive ends.

For instance, in iron, cement, lumber and in building material generally, a peak was reached.

Insurance, savings, stock investments—all experienced unprecedented sales and activities last year.

One of America's prominent motor car manufacturers—Dodge Brothers, to be exact—said in one of their recent advertisements,

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referring to the past year, "a record-breaking year and a still greater year to come."

Edward F. Jordan speaking before the Society of Automotive Engineers said that there are 200,000,000 people in the world who must eventually become motor car owners. He hesitated to predict the saturation point in the motor car industry.

The questions in every business man's mind today are:

"How long will this prosperity last?"

"Am I doing all I can to take advantage of it?"

The reasons for our present day prosperity are not hard to find.

**T**HERE are more than 45,000,000 workers in the United States. They are in the offices, in the factories, on the farms, and they are all earning money. In most industries and occupations higher wages are paid today than ever before.

In one month alone (December, 1925) it was estimated that the American worker was paid at least six billion dollars. This money went into the savings banks, into the purchase of merchandise, into education, into the betterment of individual living conditions.

There is scarcely a family in America today that does not live in a manner that ancient monarchs would have envied.

There is a silent, constructive, social revolution going on in the greatest country on earth—a revolution by which the business man who believes in advertising is certain to profit.

**L**AST year more money was invested in advertising than in any previous year—and it is to this force in business that we may look for a continuance of demand on the part of the public.

To whom shall you advertise?

The question answers itself.

Advertise to the wage earners, to that great class of people numbering more than eighty-four million souls including children and dependents, who go to make up the vast earning and spending population of our country.

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And you must reach them through the mediums they read—through those mediums which make a direct and definite appeal to them.

What are these mediums?

There are six magazines in the United States with two million or more circulation per issue. They are the really popular magazines. They influence the reading habits of the nation; their tremendous power can scarcely be estimated.

Among these six popular magazines is True Story with a total monthly net paid sale of over 2,000,000 copies on the newsstands at 25c a copy.

Not only has True Story the largest newsstand sale in all the world, but the American people pay more for the privilege of reading True Story than they pay for the privilege of reading the single edition of any other magazine.

Imagine what a hold True Story must have on the public to bring these millions of people to the newsstands each month—to take them away from their firesides, their desks, their usual employments, to the 50,000 places where magazines are sold and there placing a quarter of a dollar on the counter, they say: "I want True Story."

No matter what other magazines you may advertise in to reach a portion of this modern market, you *must* reckon with True Story—with True Story's necessary two million plus—necessary because this magazine experiences very little duplication with the circulation of other magazines.

**L**IKE Will Rogers and the rest of us who "know only what we see in the papers," you must be impressed by the fact that America is now the great producing nation of the world—a nation in which the wealth is not only enormous, but is becoming more and more equally distributed among the workers.

There is no sense trying to "ritz" the American dollar. You must go to the masses with your advertising copy and to do that you must go to them through the magazines they read.

\* \* \* \* \*

**WILL YOU BE AMONG THE MANY ADVERTISERS  
AND AGENTS WHO WILL USE TRUE STORY'S  
NECESSARY TWO MILLION PLUS DURING 1926?**

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# *A Sales Manager*

· S · A · I · D ·



WESTCHESTER COUNTY, New York, is the richest county in the United States. There are in Westchester 75,307 families, owning 54,912 automobiles, of which 41,923 are cars more costly than Fords. 45,760 individuals in Westchester County pay income taxes. This immensely prosperous suburban community is almost entirely an outgrowth of New York City. There are over 35,000 commuters who come from Westchester to the metropolis every week-day. In this suburban area of concentrated prosperity, the Herald Tribune has a larger circulation than any other morning newspaper of standard size. All these well-to-do readers of the Herald Tribune buy practically everything they wear and use in New York City — clothing, luxuries, radio, household furnishings, sporting equipment, automobiles. That's why we advertise in the Herald Tribune. It gives us complete metropolitan coverage, and reaches the people who have money to spend."

New York  
**Herald Tribune**

FIRST TO LAST — THE TRUTH:  
NEWS · EDITORIALS · ADVERTISEMENTS



## Selfish Unselfishness in Farm Copy

## It Isn't Always Necessary to Devote Attention Strictly to the Product in Farm-Paper Advertising

By W. Livingston Larned

**I**T was a rousing illustration of a county fair, with all the accustomed atmosphere of side shows, horse racing, prize pumpkins and ribbon-winning livestock. Matilda and John, from a farm away back in the country, were having the time of their lives. She, especially, was radiant with newfound happiness. It was her glorious day off.

This picture was used in behalf of a kitchen appliance for farm women. But there was no illustration of that appliance. For a dozen paragraphs, the text proceeded to describe the marvels and benefits of a county fair and why every farmer and his wife should attend when the opportunity afforded. Somewhere in the message it was brought out, however, that by giving his good wife the most modern ideas in kitchen and household equipment, she would have more spare time, could go out and "see things" and be more of a comrade on just such occasions as this. Then followed a description of the device, and directions as to how to secure an illustrated booklet which would tell its many advantages.

This plan was used in alternate advertisements. The other advertisements carried big reproductions of the product and generalizations were omitted.

Another advertiser changed his advertising policy and the entire

spirit of his illustrations in farm journals because of his interesting experiences with a booklet distributed through dealers. Much against his better judgment, he had permitted the advertising depart-

## Less Labor—Greater Gain

The cow in the crib, the hay in the loft, the feed in the bins, and the feed in the house, represent you and your equipment—not only your implements and machinery, but your car and truck, to transport yourself and

The less toil, trouble and anxiety you want to put in to your crops and into your living, the better your equipment must be. Tractors, chisels, plows, feed grinders, ensilage cutters, windmills, trucks, trailers and motor cars are bestowed in many ways by Timken Tapered Roller Bearings.

Wherever these bearings are used there are no thrust washers. There is no rubbing motion in the bearings at all! Shafts, gears, pulleys and wheels are held exactly in position, year after

year, without frequent repairs and delay. Not nearly so much greasing or oiling is needed. And yet everything turns so lightly on Timken Bearings that they have a great deal of power and life.

Timken Bearings also give you the supreme durability of Timken-made electric steel, right where the heat steel is needed in machinery, automobiles, trucks and trailers.

Surely Timken Bearings are worth insisting upon for your work—when all the great industries use Timken's—when Timken's are found in 83% of all makes of American motor vehicles—and when so many agricultural manufacturers of highest reputation offer you equipment which brings all the Timken economies.

THE TIMKEN ROLLER BEARING CO., CANTON, OHIO

# TIMKEN Tapered Roller BEARINGS

TIMKEN'S NEW FARM CAMPAIGN STRIKES OUT ALONG  
TRULY ORIGINAL LINES

ment to issue a twenty-page illustrated document, treating the humorous side of various happenings on an average farm. There was not one word, up to the last three pages, concerning the business in hand, and no picture of the product itself. The booklet's material was frankly entertainment, dealing with phases of countryside existence that are entirely familiar to every farmer. In a concluding statement, these stories were

turned to the product's account.

The booklet was popular to the extent of going into several editions in a year, and when the reason for this popularity was analyzed, it was the general impression that it was due to the fact that it did not ask the reader instantly to get down to the brass tacks of considering an advertised article. The prospect was eased into a buying mood.

This advertiser timidly tried out the same idea in some quarter pages in farm journals. True, he did not go quite so far as he had done with the booklet, for at least one-third of the space was devoted to selling argument, but the lead picture and the start-off text were relevant only in that they sympathized with farmers and portrayed certain interesting conditions which existed on his battleground.

As in the case of the book, the idea proved acceptable to a very much larger audience and has been used without break, ever since. The farm trade could not well resist delving into these sympathetic human documents which were cross-sections of the farmer, his home life and his agricultural problems in general.

The advertising manager of a cream separator company, who has been preparing copy and illustrations for farm prospects for the better part of twenty years, has this to say:

"After talks with acquaintances in other lines, I am convinced that the farmer is the most difficult of all prospects to approach. Advertising which has the slightest suggestion of too much self-centred and selfish propaganda repulses him at once. He wants to know what you will do for him and how much he will profit by the thing he is asked to buy, rather than to hear a long argument in behalf of that article and about the traditions of the firm manufacturing it.

"One of our greatest advertising failures, I think, was a farm journal series based on our number of years in business and the importance of our manufacturing plants situated in four different parts of the country. We could not interest

farmers in this, as important as we felt it to be. We followed this with a rather modest campaign, with 50 per cent of the space devoted to farm scenes and problems, many of them only remotely connected with the article we were trying to sell. This campaign met with a cordial reception.

"More entertainment value must be put into the advertising which is addressed to farmers, more heart interest, more business logic, couched in simple, unaffected, direct language. It is a rather fine art to put financial acumen into the headlines of farm journal advertisements, for example.

"In our campaigns, we almost invariably touch upon some phase of saving, of profit, of greater returns. The farmer must practice economies, and when you have a story to tell of how he may add to his bank account, he feels he must read what you have to say.

"Here are characteristically utilitarian farm advertising headlines, which I would set down as being intensely practical, although the illustration may be far afield from either the product or the phrase:

Showing why 80 per cent of repairs can be saved.

Do you want to cut the cost of farm implements?

Will you give a penny for this chick's life?

Why is it some farmers make more money than others?

Here's a way to put more money into the bank.

Save money, make money—Get quicker results.

How much are you worth to your farm?

A day's work in two hours.

There's no fun in just scraping along.

"The interesting part of these headlines to me is that, save in a few instances, the artist was not pinned down to showing the product advertised or any visualization of its service. The pictures were vigorously human and might touch upon almost any phase of life near the soil, just so long as it would excite the prospect's sympathetic interest and his curiosity.

"Farmers are attracted to themes nearest them and with which they are familiar through intimate daily contact. Recent Timken



# MAY 8

is the date

for the

## N.E.L.A.

(NATIONAL ELECTRIC LIGHT ASSOCIATION)

### CONVENTION NUMBER

of the

# Electrical World

Advertising forms will be classified and sectionalized as in previous convention issues.

Electrical World editors are now securing material which should help to make this the most successful N.E.L.A. Convention issue ever published.

Detailed data covering the editorial plans for this number will be gladly furnished.

\*Reservations are now being made for this most important number.

\* Reservations are also being made for the Convention Report Number to be published May 22.

## Electrical World

Tenth Avenue at 36th Street  
New York

Chicago   Cleveland   Philadelphia   St. Louis   San Francisco

farm journal pages approximate my idea of the more scientific type of advertisement in this class, and this includes the text, as well. A page carries a background, in half-tone, of ears of corn, piled as they would be in the bin. These ears are almost actual size, and it is pedigree corn. Any farmer could tell you what kind of corn it is and what price it might easily bring in the open market. A narrow strip across the bottom of the space bears the familiar Timken nameplate, but there is no illustration of the bearings, no mechanical drawing of any kind, no reproductions of automobiles, trucks or farm machinery. The only illustrative material on that page is the over-all background of photographed ears of prime corn.

"Surely this would not have been done a few years ago. The advertiser would have insisted upon reproductions of his goods, automotive problems and the old familiar atmosphere. The Timken plan is just the opposite.

"These opening paragraphs from the Timken page in question show how it is accomplished:

The corn in the crib, the hay in the loft, the feed in the bins, and the food in the house, represent you and your equipment—not only your implements and machinery, but your car and truck, to transport yourself and your goods. The less toil, trouble and anxiety you want to put into your crops and into your living, the better your equipment must be.

"And from here on, it is Timken argument exclusively, but an initial friendly contact has been struck up; the advertiser has talked about the farmer first and allowed his own interests to take second place, which is the soul of the idea as operated today in the more successful farm-journal campaigns."

Although his house may be small and his barn ramshackle, the farmer would prefer to see, when the life of the farm is visualized, the type of presentation which suggests large new barns, attractive homes, and an air of wholesome, active success. All farming is dignified by the illustration which reaches up to idealism, rather than

down to the uglier and less fortunate phases of agriculture.

A series of automobile advertisements has been showing such homes, barns, outhouses and cultivated fields as are typical of the prosperous farms of certain sections of the West. The farmer, his wife and his children, are dressed in modish clothes. Very little of the "Hey, Rube" atmosphere is visible, and the campaign has won the complete approval of the readers of the farm journals. They accept such canvases as a tribute to the man who must earn his living from the soil.

### Final Decision on Origin of "Say It with Flowers"

For several years there has been considerable controversy as to whom credit was due for the coining of the popular slogan, "Say It with Flowers." Widely advertised by the Society of American Florists since its acceptance at a convention in Cleveland in 1917, this slogan has come to occupy a foremost position among successful advertising slogans.

Its popular acceptance by the public led the Little Schoolmaster in **PRINTERS' INK** to endeavor to find out who it was that conceived this brilliant idea. He brought the subject up for discussion in the issue of December 22, 1921. During the following weeks several claimants came forth and **PRINTERS' INK** received many versions as to how the slogan was developed. Henry Penn, a Boston florist, figured largely in the claim for honors but he declined its authorship, giving credit to an unnamed Boston advertising agent.

Five years have passed, but during this period the controversy has continued. The climax was reached last week when the directors of the Society of American Florists rendered a final decision. The honor goes to Patrick F. O'Keefe, president of the P. F. O'Keefe Advertising Agency, Inc., Boston. In recognition of his contribution to the industry, the Society has awarded him a gold medal which will be presented to him next summer during the Society's annual convention, which is to be held in New Orleans.

### Henry Hale, Jr., Joins "System"

Henry Hale, Jr., has joined the copy and marketing service staff of the A. W. Shaw Company, Chicago, publisher of *System*. He was formerly with the General Electric Company and the Atlantic Lithographic & Printing Company. Mr. Hale also had been with the George Ethridge Company, New York, for fourteen years.

# The Measure of Success

"If a newspaper is to be of real service to the public it must have a big circulation. First, because its news and comment must reach the largest possible number of people; second, because circulation means advertising, advertising means money, and money means independence."

—Joseph Pulitzer.

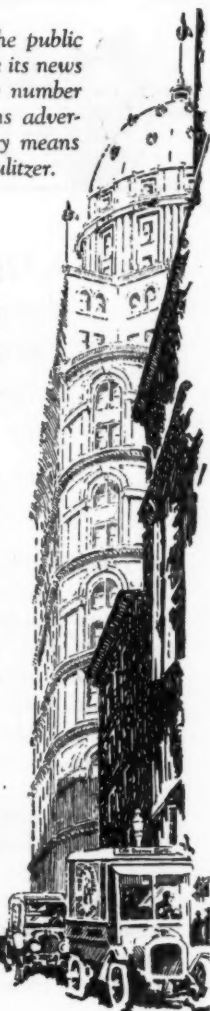
**D**URING 1925, THE WORLD, including THE EVENING WORLD, did a greater volume of business than any other year in its history.

Its advertising revenue was greater and its circulation revenue was greater than in any other previous year, and it printed the greatest number of pages since its foundation.

**The**  **World**

*The Three-Cent Quality Medium of  
America's Greatest Retail Market*

PULITZER BUILDING, NEW YORK  
TRIBUNE TOWER, CHICAGO



# Proof

## that Oklahoma



*4,520 letters have been addressed to the Oklahoma Farmer-Stockman in the last 4 months . . . asking for advice on investments, wills, insurance and commodities*

**T**HESE 4,520 letters prove conclusively that Oklahoma farmers are prosperous. Oklahoma farmers are in better condition than ever before. They have a big surplus. This is proven by the many letters asking for advice on bonds, stocks, building and loan associations, insurance, wills, etc. Farmers who are ready to buy have written us, asking for advice on radios, automobiles, implements, electric farm lighting plants and many other commodities. This avalanche of inquiries means that Oklahoma farmers are better prospects and better buyers than ever before. They are not only ready to buy . . . *they are buying through the Oklahoma Farmer-Stockman.* Read the six letters reproduced, and you will see what unusual confidence subscribers place in Oklahoma's only farm paper—why Oklahoma Farmer-Stockman advertising is the best means of influencing Oklahoma farmers.

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Also pie  
W.

"I am v  
the stock  
Compan  
a safe in  
formation  
advance

Carl W.  
Edit

New York

# farmers have plenty of money and will buy NOW!

January 29, 1926

"I am in need of legal advice immediately as I have about \$4,000 to invest. I am considering Cities Service Preferred Stock and herewith send their descriptive book. Please investigate this and advise me if it is a safe investment."

M. H. M., Fairmont, Oklahoma

January 26, 1926

"I want advice about a good investment. Do you think Oklahoma Gas & Electric and Southwestern Bell Telephone Company Preferred Stock are perfectly safe? Also please send me your article on 'Wills'."

W. D. D., Snyder, Oklahoma

January 29, 1926

"I am writing for information regarding the stock of the American Tel. and Tel. Company as an investment. Would it be a safe investment, and where can I get information regarding same? Thank you in advance."

E. B., Lowell, Arkansas

February, 10, 1926

"I have some stock in the Alva Building & Loan Association but they cannot use any more money for some time. I have about \$1,000 cash to invest now. Please advise me where to put it so it will be safe. The Oklahoma Farmer-Stockman is the best farm paper I ever read. Your sound advice will be appreciated."

B. H. B., Alva, Oklahoma

February 5, 1926

"I wish to know if the Mutual Savings & Loan Association is safe for investment. I have \$1,000 which I wish to put out at good interest and also in a safe place."

W. H. B., Reeding, Oklahoma

January 29, 1926

"I am coming to you for advice about a safe way of investing my money so that I may draw on it at short notice."

E. H., Alice, Arkansas

Is your product being advertised to the big Oklahoma farm market through the Oklahoma Farmer-Stockman?

**The OKLAHOMA**  
**FARMER-STOCKMAN**  
*Oklahoma City*

*Carl Williams*  
*Editor*

*Ralph Miller*  
*Adm. Mgr.*

E. KATZ SPECIAL ADVERTISING AGENCY

New York Chicago Detroit Kansas City Atlanta San Francisco



## NORTHWEST DEALERS - know Teamwork

Minnesota and Dakota hardware merchants are conducting a joint three-year advertising campaign to sell farmers on the idea of buying in stores.

The advertising appears only in **THE FARMER**. It is increasing the volume of store customers ready to buy nationally-advertised products.

These merchants have initiative. They are the type that will move your goods. When you build farmer demand here you are sure of retail outlets that will keep step with your own aggressive sales plans.

Retailers here look with favor on a product that is advertised in the Northwest's only weekly farm paper. Send for the complete story of the Farm Service Hardware Stores Campaign.



Webb Publishing Co.,

Saint Paul, Minnesota

*The Northwest's Only Weekly Farm Paper*

Standard Farm Papers, Inc.,  
307 No. Michigan Ave.,  
Chicago, Ill.



Wallace C. Richardson, Inc.,  
250 Park Avenue,  
New York

**A Northwestern Institution Since 1882**

*Member Standard Farm Paper Unit*

# What Direct-Dealer Distribution Has Done for Freshman

With a 250 Per Cent Increase in Net Sales Over 1924, Floral Wreaths from Wholesalers Are Not Expected This Year

By Howard R. Fuller

Assistant Sales Manager, Charles Freshman Company

ALMOST a year has passed since the Charles Freshman Company received floral wreaths from jobbers of radio sets. Like practically all other radio set manufacturers, until May, 1925, we sold our products to the retailer through the wholesaler. Last May, we decided that, so far as we were concerned, a radio set was a product that demanded the closest possible contact between manufacturer and retailer. This meant the elimination of wholesalers and of salesmen, and the use of direct-mail selling to the retailer. In place of salesmen we substituted service men.

The first step in our direct-mail plan was to get the names of the best retail radio dealers in every community in the country. A letter went out to newspapers, asking for the names of the best retailers of radio in the community. We told each newspaper that we earnestly hoped to establish a market for Freshman radio in its community if we obtained the right kind of retailer. The market, we further explained, would be created by newspaper advertising, direct and co-operative with the established dealer.

The newspapers believed us and we got the information we needed. I might say that any manufacturer asking such a favor will not succeed in any measure in getting names on the promise that there will be advertising unless his letter has the unmistakable ring of sincerity to it. I might also say that a manufacturer writing to newspapers for information of this type should be careful to include postage for a return reply.

The next step was to sell the Freshman franchise plan to these dealers by mail, after we had in-

vestigated their credit standing. In this franchise we offered each dealer a restricted territory. Our plan was one retailer to each 25,000 of population. We offered certain definite advertising help. We offered to protect every dealer on any changes in price of articles manufactured by us within thirty days of the purchase by each dealer.

In order to obtain a franchise, each dealer had to stock our entire line, consisting of eight different models of receiving sets, and a "B" battery eliminator. Upon receipt of the signed contract, we sent immediately to each new dealer a registered letter in which our complete retail price list was given. The minimum retail prices on completely equipped sets were given in that letter. We explained to dealers that our purpose in giving those prices was to keep competition between themselves on an equal level. This manner of stating the proposition of prices appealed to the dealers and consequently there have been but few cases where one authorized dealer has endeavored to take advantage of other dealers.

## RESULTS FROM TRADE CAMPAIGN

There is no doubt in our minds that our business-paper advertising which we had been doing for some time before we started to sell direct to the dealer, helped us to line up national retail distribution. This advertising has been continued and is thought so highly of by us that space we use is contracted for over a period of years. Our business-paper copy has two purposes: (1) to give news to authorized dealers, and (2) to get inquiries concerning our franchise plan from dealers who

are not a part of our dealer organization where territory is still open.

We will not sell a single Freshman product to any retailer who is not an authorized dealer. Every order that comes in is carefully checked against our list of authorized dealers. We turn down an average of twenty-five orders a day solely for the reason that we intend to live up to our promise that no retailer can buy our product unless he is qualified and willing to operate under our franchise plan.

I have already referred to the importance of looking into the matter of the credit standing of retailers. The manufacturer selling direct, as we do, and selling without a single salesman, has a real problem here. And no matter how excellent his plan, it easily can be wrecked on the rocks of credit. Consequently, we went further on the subject than I have so far intimated. We took out a blanket insurance policy that guaranteed the credit of each retailer up to a certain point. Furthermore, we made and enforced a strict ruling that no C. O. D. orders should be accepted unless the dealer sent a permanent deposit to guarantee acceptance of shipments.

That, in brief, is the story of how we obtained national retail distribution by mail. The other half of the story is how we got those distributors to move our goods. That job also was done by mail. The first point in this part of the story lies in the fact that we have always endeavored to answer every letter from a retailer within twenty-four hours of its receipt by us.

The second point is the advertising assistance we give our retailers. All consumer inquiries from our newspaper and periodical advertising are turned over to the dealer in the territory from which they originate. That is one help. But the biggest help we offer, and the most effective help, is the actual preparation or assistance in the preparation of our dealers' advertising.

Under our franchise plan, we agree to pay for half of the cost of newspaper space a dealer may desire to use to push the sale of our products. We assume such expense, however, only after a dealer has complied with the condition that the copy he will use be either prepared by or approved by us. In order to undertake such a plan, we naturally had to operate a large advertising department at a large expense. In fact, you might say we had to become an advertising agency for all of our dealers. But the plan has proved worth while. Our advertising department, because it has concentrated on the subject of Freshman radio products, naturally is better qualified than any single dealer to know what type of copy and what appeals would best sell Freshman radio sets.

In addition to this service, we have furnished each dealer with a wide range of store signs, counter displays, lithographed envelope stuffers and other types of dealer helps, as well as advertising literature for him to distribute to his prospects. All of this material has gone to him free of charge provided he promises to make proper use of it.

A statement on the results of this plan is to be found in the published financial reports on the Freshman company for the year ended December 31, 1925. Net sales for the year amounted to \$7,114,279 after all credits and returns. Net sales for 1924 amounted to \$2,122,315.

#### WHAT EXPERIENCE HAS TAUGHT

From our experience with direct-to-dealer distribution and our experience with the use of wholesaler, it is our opinion that direct selling is by far the best method. A radio set manufacturer, because of the fact that he is selling a product which demands service, must control his distribution. It is obvious that the fewer the number of steps between himself and the user of his product, the greater is his control of distribution. We have also found other advantages. This plan of selling has kept us



## **"A Grain of Salt"**

A catch phrase—"Circulation approximately 100,000," and another—"80,000 city circulation," sound well in advertising a morning-evening-Sunday combination of newspapers in New Orleans.

But the advertiser who "follows through" on such attractive messages will look in vain for such phrases as "net *paid* circulation" and for the claimed substantiation by the A. B. C.

And experienced advertisers are not enthusiastic over DUPLICATED circulation, duplication admitted by the "combination" in its own local advertising. Advertisers, both local and national, know that The Times-Picayune covers the New Orleans field with the largest net paid home-delivered circulation of any New Orleans newspaper, and that it delivers outstanding results month after month, year in and year out. Its constantly increasing leadership in advertising, in spite of hysterical claims and "guarantees," is convincing proof.

## **The New Orleans Times-Picayune**

**"Truth in Circulation"**

General Representatives: CONE, ROTHENBURG & NOE, INC.

Pacific Coast Representatives: R. J. BIDWELL CO.

from over-production, because a retailer is cautious in stocking his shelves with merchandise. He is close to the actual buyer and without any salesmen to overload him, is generally apt to order an amount that is a close guess on the requirements of his territory. Another advantage is this: We know exactly in what territories sales are not keeping up to the standard set by other parts of the country. Since that territory is naturally not so large as it would be if our products were sold through jobbers, it is easier to apply immediate advertising pressure to bring up sales. In addition to these advantages we know that by selling direct to dealers with only one discount, lower list prices may be maintained, for we eliminate jobber and distributor discount.

Under this plan of direct selling we obtained about 2,500 authorized dealers. Our work for 1926, as we see it, is not to try to add to that list, unless we can secure "preferred" Freshman dealers. Our big job is to eliminate those dealers who carry our line only because there is a demand for it and to make our plan more profitable for those dealers who have specialized on Freshman sets and who appreciate a franchise with protection.

### G. D. Wiley Elected President of Miami Agency

George D. Wiley has been elected president of Loomis, Bevis & Dummer, Inc., Miami, Fla., advertising agency. The name of the agency has been changed to Wiley, Dummer & Bevis, Inc. Mr. Wiley has been general manager for the last year.

G. E. Bevis continues as vice-president and J. E. Dummer as secretary-treasurer.

### Joins Calkins & Holden

R. M. Blankenbaker, formerly with Henri, Hurst & McDonald, Chicago advertising agency, has joined Calkins & Holden, Inc., New York. He also was at one time with the Manternach Company, Hartford, Conn.

### Appoints Verree & Conklin

The Longview, Wash., *News*, has appointed Verree & Conklin, Inc., publishers' representative, as national advertising representative.

## The Decay of "Pep" Letters to Salesmen

PITTSBURGH STEEL COMPANY

PITTSBURGH, PA.

Editor of PRINTERS' INK:

We shall greatly appreciate having you send us a reference list of PRINTERS' INK articles discussing pro and con the matter of so called "pep" letters to salesmen. This list need not date back more than one year.

PITTSBURGH STEEL COMPANY

ELMER T. WIBLE,

Advertising Manager.

IN the last year PRINTERS' INK has published twelve articles on the subject of letters to and from salesmen. The list has been sent to Mr. Wible. We also have in our files the titles of no less than fifty-eight articles, published in recent years, dealing with the same subject and giving both the pro and the con.

A few years ago "pep" letters to salesmen were as fashionable among leading home offices as baggy trousers are among the present generation of young males. Few sales managers deemed themselves "regular" unless they were incessantly inoculating their men with inspirational virus. The change came when it was found that such letters were, in an uncomfortable number of cases, having the opposite of the effect intended. They caused the men on the road to get their backs up, and finally to become sour and sarcastic. The "pep" letter, meaning thereby an envelope full of empty whoops, died a death which among the toilers on the road was greeted with cheers. It has been replaced by the "idea" letter, wherein the home office supplies its salesmen with information, facts, principles, and genuine selling ideas which will be a concrete help to the men in their daily work. Salesmen, it has been found, will gain their own inspiration when the romance as well as the dignity and usefulness of their calling is properly presented to them. Sales managers now say "You" less and "We" more. The benefits have been felt by all concerned.—[Ed. PRINTERS' INK.]



Announcing  
the return of  
Guy Scrivner

【 Formerly of Nation's Business  
Staff, and more recently of  
The Capper Publications 】

as  
Director of Advertising  
of

NATION'S  
BUSINESS

Washington



A Cosmopolitan Home in  
Fieldpoint Road, Greenwich, Conn.

# Cosmopolitan Homes

## In Greenwich, Conn.—

AS everybody knows, Greenwich is a very fashionable suburb of New York. While this one picture of one Cosmopolitan home in Greenwich means little, the complete survey of Cosmopolitan homes in Greenwich is impressive.

Exactly one-third of the literate white families in Greenwich read *Cosmopolitan* and 67.9% of them own their own homes of which the average value is \$19,890.

It is really remarkable how well *Cosmopolitan* stands in such places as Greenwich. In Bronxville, for instance, a little more than a third of the literate white families read *Cosmopolitan*. In fact, in the urban market, *Cosmopolitan* proves itself, in every way, a great medium for reaching the home and the attention of both men and women.

These facts are from *Cosmopolitan's* reader survey in eighty-seven cities which will be loaned to any advertiser or advertising agent upon request.

74 per cent of the circulation of Better Homes and Gardens is in the retail trading areas of cities of 25,000 or more population. Advertisers in this magazine reach a concentrated market of better homes.

700,000 NET PAID

BETTER HOMES and GARDENS

E. T. MEREDITH  
PUBLISHER

DES MOINES  
IOWA

# The Job of Reselling the Salesman

When the Whole World Looks Gloomy, Even Then the Sales Manager  
Can Save the Day for the Disheartened Salesman

By A. H. Deute

General Sales Manager, The Borden Company

"EVEN the best of them go stale at times and get sour. Salesmen are that way, and you can generally figure on the man who can go into the highest stages of enthusiastic selling, also falling into the deepest gloom and being utterly worthless for a period of time."

The sales manager who made that statement was fingering a letter which he had just read. It came from one of his best men. That salesman had sent in his resignation. "But, of course, I'm not going to accept it," said the manager. "I'm just going to wire him to come in and talk it over. He'll come in and we'll have dinner together and take in a show and the next day I will let him mix with the boys here in the office a little, because I won't find time to see him. And then, after a couple more dinners and shows, he'll be anxious to get out of town. By that time, I'll get him in and either plan the next trip and forget all about this resignation or else get right down to the matter and talk it over. He wouldn't want to leave his territory under ordinary conditions. He's just had a sort of mental reaction from a hard period of fighting for business and he's a little unreasonable with the whole world and with the company and with himself."

"Of course, he might quit. Many a house has lost good men in just this sort of way. If the sales manager does not understand his man and the man does not understand the house or himself, those things happen. Many a good salesman is lost because the man who is in charge of the salesmen forgets that his job is more than looking over their reports and giving them 'pep' letters."

A few weeks later, I happened

to meet this sales manager again and asked him how he came out with his temperamental salesman. "Fine! He went back on the job after a couple of days in town. Things were just a little messed up for him. A lot of little things had piled up to make his job generally annoying for a few weeks and before he knew it, they sort of pushed him off the main track. The job got to riding the man instead of the man riding the job."

It may be that the reason so many salesmen get into the "dumps" is because so few sales managers take the time to get away from their own work and consider the mental side of the business of selling goods. Maybe the sales manager who spends just a day now and then with the men in the field will come to realize more thoroughly what the daily grind of the salesman really is.

One of the best salesmen I know is a man named Titus. He is a fine salesman about forty-eight weeks in the year. He is more than that. He handles a large territory and he operates a large crew of men under him in that part of the country. He can take the mentally low cub working for him and in an hour or two get him feeling like the proverbial million dollars so that the cub will go out and make a wonderful showing for a few weeks.

## FOUR OFF-WEEKS

Titus will do that forty-eight weeks in the year, but there are probably four other weeks, scattered throughout the year, when he is so depressed mentally that his own family and the family dog and the family cat sneak out of the way when he approaches.

During these periods, he generally writes a pitiful letter telling

me that he has lost his hold on things in general, that he is really not a salesman at all and that he has now come to realize that he has all his life been living under false pretenses. He thinks he is not able to cope with his market. Probably the reason his men are doing so badly is because they are looking to him for leadership, feeling that he is a good salesman and a good boss for them, but that not being either of them he is not giving them the help or the instruction they need. He has no other job in mind, but in fairness to the house and to me he feels that he does not want to be in the way, but neither does he want to have to suffer the disgrace of being discharged so he prefers to take this opportunity to do the right thing by all concerned and resign his job.

Then I know that Titus is in one of his quarterly gloomy spells. Titus has gone stale. It is time to give him a change. But if we were to tell him that he was being sent away to have his batteries charged and get himself back into shape, he'd probably say: "Huh, you're saying you want to send me away for a sort of mental Keeley cure. Not on your life!"

#### A CLEVER TRICK

But what we do is to write Titus a letter, telling him about a very serious situation that has developed in a market outside of his area. Will he just skip over there for a day or two and settle the matter? He does that and wires us that he has completed the job. We reply that we feel he ought to stay there for at least a week and make sure everything is all right. During that week, Titus, not having anything special to do, plays golf and bridge and in four or five days, wires frantically that he knows the job is all done and will hold and that his territory is in need of immediate attention and he ought not to be asked to do another man's job with his own territory going stale under his eyes. Then for three months he is in fine shape again.

While writing this in San Fran-

cisco, on a trip to the Coast, I got to this point when my friend John Gorman came in for breakfast. I had been writing while waiting for him. As he sat down, I said to him: "Stick around for a minute while I finish this. I hate to go back to an article after once getting it under way." So while I wrote the last few pages, Gorman sat around reading the manuscript. (Gorman, by the way, is a sales manager in this part of the world.) I'll add an incident he told me out of his own experience:

"I found a man who seemed to me to have all the qualifications of a good man for us. I put him out selling courses. He started in with enthusiasm and energy and right from the first had wonderful success. For about three weeks he was a typical boy wonder. He seemed to get everybody he tried to sell. And then things began to break badly for him. He had a poor week. The next week was worse. All the signs of discouragement were visible. Every evening when we had our meetings, he was present with an outward veneer of enthusiasm and energy, but it was plain that at heart he was the gloomiest of the gloomy. Day by day he seemed to get farther down in the dumps. Then, one morning about eleven o'clock, he came in to me and said: 'It's no use. I'm beaten. I'm just as anxious as ever to make good. But for some reason or other, it has gotten so that when I get right up to a man's door, my feet won't move. I stand there just as if I was frozen to the floor. I know you are going to laugh at me for talking this way but it's a fact. I can't get past the door. I guess I had just a little beginner's luck and now I know I'm no good.'"

"Now, of course, I could have sat him down in a chair and told him that he was yellow—that he had no red blood coursing through his arteries and that the only way he could ever show me that he was a real American citizen was by forgetting that foolishness and going out to prove that he didn't have a big, broad streak of yellow. But this was the way I handled



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When you speak of  
**The Miami Herald**

it is not necessary to add "Florida" any more than it is to add "England" when speaking about London.

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**The World Well Knows Miami—  
and The Miami Herald**

*Each leads in growth—Miami in population; The Herald in advertising, circulation, prestige!*

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**NATIONAL SPACE BUYERS ARE  
REMINDED THAT THE WINTER  
POPULATION IS NEAR A QUARTER  
MILLION PEOPLE, AND THAT  
THEY ARE GOOD SPENDERS.**

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**The Miami Herald**

**"FLORIDA'S MOST IMPORTANT NEWSPAPER"**

**Frank B. Shutts, Publisher**

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it. 'That's surely a shame,' I said to him. 'Of course, if a man's legs break down on him, he can't walk—that's apparent. And if your legs have gone back on you, naturally you can't get past a man's door. We'd better take time to cure them.'

"Now, if you have a physical break in your leg, you've got to have a splint or two to hold it in shape until it grows back. But in your case, the trouble is with a nerve that starts in the head and runs down into your leg muscles. We've got to put some splints on the nerve—not the leg itself.

"Supposing instead of sending you down to see the head of that chair factory about buying a course, I asked you to take him a \$100 check which I owed him, could you get there with it? Of course, you could!

"If I told you to take that check in person—not leave it with the office boy or somebody else, but take it to him in person you could do that, too. You could do it because you would know it is something he wants—something that is worth something to him—you'd indirectly be doing him a favor by being the man who carried the message and so you would not have any great trouble about it. It's a fine thing to be able to take something to a man that he wants and that is worth something to him.

"You didn't get past his outer office yesterday because you felt you were there to take something away from him. If you had gotten in, you probably would not have sold him a course because, feeling that you were going to try to take something away from him, you'd have made him feel the same way. Now, all of us would rather get something than have something taken away from us. But if you could have gone in there, feeling that you were giving him something, you and he both would have gotten on finely.

"Now, let's see if you and I can't go over this course and make up our minds whether or not you are calling on a man to give him something when you drop in on

him or whether you are slipping up on him trying to take something away from him. If you feel, when we are all done, that you are just going to try to take something away from him instead of trying to give him something, then you probably never will make a success of this work."

Then Gorman goes to work and "sells the course to his salesman" and soon the salesman sees it in an altogether different light.

That is why many a sales manager has a right to live and draw a salary. It is one thing to write "pep" letters about "England expects every man to do his duty and the Hog-Tight Fence Company expects the same" and all that, but it is something entirely different to be able to get hold of the run down, discouraged salesman and resell him on his line and have him show big volume because of a new insight. The basis of real enthusiasm on the part of salesmen is sound belief in the line and a sincere feeling that it is something that is good for the buyer and a bargain at the price. That sound belief must often be developed and re-developed by the sales manager. It is when that confidence in the line—belief in its merits — becomes undermined through the constant opposition of the buyer that the salesman is apt to weaken. And once he starts to weaken, even the best salesman in the organization finds it twice as hard to get started. Then he really is a liability to himself and his house. That isn't the time to "treat 'em rough." On the contrary, it is the time when the real work of the sales manager comes to the front and the really fine manager can put his run down youngster back into fighting shape, again by reselling him on the line and himself.

### Guy Scrivner Appointed by "The Nation's Business"

Guy Scrivner, who has been advertising manager of *Capper's Farmer* for the last seven years, has been appointed director of advertising of *The Nation's Business*, Washington, D. C., with which he was formerly associated.

## THE ITEM-TRIBUNE

Will conduct a  
**COOKING SCHOOL  
AND DEMONSTRATION**

In New Orleans,  
**MARCH 16TH TO 20TH**

This free Cooking School will be conducted by a nationally-recognized expert in home economics, and will be open to New Orleans housewives four days.

Demonstrations and lectures will be given each day. All product used will be fully described. No competing products will be accepted.

Bookings are now being received and will be made in order of their arrival.

For full information wire

**LEO R. JALENAK**  
*Advertising Manager*

New Orleans  
**Item-Tribune**

## How're things

Ask Montgomery-Ward! Last spring they built in Baltimore. A big distributing plant for their mail-order business in the East. And a big retail store.

Located in a part of Baltimore about as inaccessible as it could be. Far away from shopping centers—served by only a few street-car lines.

But now the plans are drawn for an immense addition to their retail selling space. Business is good in Baltimore — emphatically good — and Montgomery-Ward can tell you so.

Since the opening of their store, Montgomery-Ward has advertised consistently and regularly in the Sun-papers. Modesty forbids that we

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Bower

# gs in Baltimore?

take too much credit—but unless you know Baltimore well, it would be hard to realize how far from any shopping district and normal routes of travel the Montgomery-Ward store is.

“Things” are good in Baltimore—and one of the best things is the complete coverage provided by the Sunpapers.

Average Net Paid Circulation for  
January, 1926

**Daily (M & E) 245,020**

**Sunday - - - 186,979**

*Everything in Baltimore Revolves Around*

**THE**  
**MORNING**



**EVENING**

**SUN**  
**SUNDAY**

JOHN B. WOODWARD  
Bowery Bank Bldg., 110 E. 42nd St.  
New York

GUY S. OSBORN  
360 N. Michigan Ave.  
Chicago

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**BALTIMORZANS DON'T SAY "NEWSPAPER"**  
**—THEY SAY "SUNPAPER"**

## Deserving of a Better Name

D'ARCY ADVERTISING COMPANY  
ATLANTA, GA.

Editor of PRINTERS' INK:

In the February issue of PRINTERS' INK MONTHLY is an article by Francis D. Gonda on "The Co-operative Idea in Window Display," which is very interesting.

We regret to note, however, that on page 127, where the author mentions the work of The Coca-Cola Company, he refers to the soda dispenser as a "soda jerker."

Calling the dispenser, or soda man, a "soda jerker" is like referring to carbonated beverages as "pop"—a custom, which, happily, has long since gone out of style.

The soda man deserves better at our hands—and The Coca-Cola Company, through its advertising and educational work for a number of years, has endeavored to dignify his work both in the public mind and in the mind of the soda man himself.

The work of the soda man requires considerable technical knowledge, as he must be familiar with problems of carbonation and refrigeration—and the modern soda fountain, as you know, is a rather intricate and expensive piece of equipment.

He must know how to mix and dispense a good number of beverages, as well as many kinds of parfaits, sundaes, and special dishes. He must continually add to his knowledge in this respect.

He comes directly in contact with the buying public, and does much, by his cheerfulness, quickness and dexterity, to build good-will for the store in which he works. Under the circumstances, don't you believe, with us, that he is entitled to a more dignified designation than "soda jerker"?

D'ARCY ADVERTISING COMPANY  
ALGERNON S. CALE.

WE agree entirely with Mr. Cale. The term "soda jerker" as applied to those alert and dextrous young men seems hardly fair. They are deserving of a better name. The Coca-Cola Company has done a fine job in featuring the agreeable and neatly dressed young man behind the counter. When it comes to the question of selecting a new name for himself the dispenser of sodas is right in line with what appears to be a general movement toward more dignified cognomens. The old names are being shuffled off. New ones are desired and deserved.

Thus, the plumber is in process of renaming himself Sanitary Engineer, and the barber has long

been flirting with the name Tonsorial Artist.

It was but a few weeks ago that the waiters in one city began to search for a new name in which the idea of diet was included. The undertakers for several years have been seeking public acceptance for the name they desire, which is Mortician. The plan of a group of these alert morticians offers a suggestion to the young technicians who preside at soda fountains. Two hundred of the live morticians, one from each community, banded together as The National Selected Morticians. They adopted an emblem, issued a booklet called "The Development of a Purpose" and then started a newspaper advertising campaign in every city where there was a member. This advertising emphasized service and reasonable cost, and played up the value of membership in the association.

Why isn't a similar plan feasible for the dispensers of carbonated beverages, succulent sundaes and delicious parfaits? Perhaps these men should select a name for themselves and carry on their own advertising campaign as the morticians have done. A new name and an emblem are essential. The emblem should be easy to work out, if the right name could be evolved.

In an endeavor to be helpful, we offer as quick suggestions Quenchor, Carbonator, Dexteritor, Sodician or Fountain Man. The name Nectar Shower is discarded as inappropriate. Perhaps some of our readers have better names to offer.

When it is finally selected, details of the advertising campaign to secure public acceptance, an emblem and perhaps a badge can be worked out at a meeting of the Nationally Chosen Fountain Engineers, should that be the name selected.—[Ed. PRINTERS' INK.]

## Kirksville, Mo., "Journal-News" Becomes Daily

The Kirksville, Mo., *Journal-News* has been changed from a weekly to a daily and the name changed to the *Daily Journal*.

## The expectations of America's fashionable women are . . .

that each issue of Harper's Bazar  
shall present to them . . .

a more beautiful and complete ré-  
sumé of the trend of the precise  
French fashion.

In doing this:—Harper's Bazar has  
also produced a sumptuous show-  
room for the merchandise of America's  
manufacturers.

★ ★ ★

Harper's Bazar attempts to keep  
faith with its readers and its adver-  
tisers.

*We suggest that you look at the following two pages:*

# Harper's Bazar



**\*In every style center, every city and every town in this country, the April number of Harper's Bazar will be known by the cover design, drawn by Erté (shown in miniature, above).**





## The Forms are closed!

It is now too late for you to place your advertisement in the April number of Harper's Bazar.

But that number is only one of *several* which can exert great influence for your product during the Spring and Summer season,—with the merchandise men and buyers for *those stores whose buying-example is followed by all other stores.*

By personal request, these buyers,—(there are 8601 of them) receive direct advance information, as to what fashionable merchandise *is to be* advertised in Harper's Bazar.

This advice goes to them in ample time;—so that they can take suitable buying action.

*The advertising forms for the May number of Harper's Bazar are now open.*

## HARPER'S BAZAR

*Frederic N. Drake*  
Business Manager.

*"Where Buyer and Seller Meet"*

## *Your City Directory* —Increases Mailing Efficiency

**Properly Directed Mail Builds Good Will  
and Reduces Waste**

"It costs 36 cents to mail a letter" say those who have analyzed this item of business overhead. This investment can be protected.

Multiply this cost per single letter by 20,000,000\*, which is the average number fed into the U. S. dead letter office per year, and you have a staggering total of waste. Valuable communications to and from you may now be reposing in this postal graveyard.

Look on the psychological side of the same abuse. Your reaction to the wrongly spelled typing of your own or firm name is not favorable to the

message contained in the wrapper. You think, and pardonably, "maybe this mirrors the entire organization method." Unconsciously a barrier is erected, which can easily be overcome by reference to your City Directory whenever there is the slightest doubt.

You can insure the proper spelling and designation of your firm name and product by being prominently registered and emphasized in your City Directory. Our booklet "Directories; What

*They Are, How They Function and Their Place in Advertising*" tells you how. Send for free copy.

\*From government report.



*This trade mark appears in directories of leading publishers.*

**ASSOCIATION of  
NORTH AMERICAN DIRECTORY PUBLISHERS**

*Headquarters*  
524 Broadway, New York City

# We Got 30,000 People to Visit Our New Power Plant

Newspaper Space, Outdoor Advertising and Some of Belasco's Tricks Were Used to Derive Profit from a Formal Dedication of a New Unit

By Harry Merrill Hitchcock

Publicity Manager, Columbia Gas & Electric Company

**A**LMOST every business goes through the more or less formal dedication of an important new unit—a new factory, a new warehouse, office building or store. Everybody recognizes such an occasion, although perhaps rather vaguely, as a fine opportunity to do a little crowing, to call your achievement to the attention of your customers and your own home town; to pat yourself on the back and perhaps succeed in making the patting, not only pleasant, but profitable.

The trouble is that nearly everybody starts out on these occasions without any previous experience to act as a guide, and with, consequently, no more than the vaguest ideas regarding what to do, how to do it, how much to spend on it, or what results should reasonably be expected.

Having just passed successfully through the storm centre of such a dedication, and one of impressive dimensions, the thought has occurred to me that it might be an interesting job to put our experience on record, and that from this report somebody else, somewhere, who has a new plant to be dedicated in the near future, might profitably reap some suggestions both as to things to include in his own program, and things to avoid.

The first thought—the one which originally occurred to us when we set out to plan our dedication, and the one which, in retrospect, most amply justified it—

## Come to Columbia Park



*All roads*  
Lead to Columbia Park

**Open House**

all day long

December 11-12-13

Friday, Saturday, Sunday

**Open House**

all day long

**\$15,000,000 Power Plant**

December 11-12-13

If you come by Motor  
Follow the Arrows

If you come by Train  
See the Sign at the Station

**Excursion Trains**

Leave Chicago Union Depot

December 11-12-13

to Chicago	9:00 AM	to Chicago	9:00 AM
to Chicago	9:00 AM	to Chicago	9:00 AM
to Chicago	9:00 AM	to Chicago	9:00 AM
to Chicago	9:00 AM	to Chicago	9:00 AM
to Chicago	9:00 PM	to Chicago	9:00 PM
to Chicago	9:00 PM	to Chicago	9:00 PM
to Chicago	9:00 PM	to Chicago	9:00 PM
to Chicago	9:00 PM	to Chicago	9:00 PM

100  
Columbia Park



**Columbia Power Company**

**The Union Gas & Electric Co.**

NEWSPAPER COPY WAS AN IMPORTANT FACTOR IN THE SUCCESS OF THIS CAMPAIGN

self in the event—is this: That while you have here what should and can be made a standard advertising job, it is one in which what are usually regarded as standard advertising methods have only a secondary part to play; that, in fact, your opportunity is

neither literary nor pictorial, but a dramatic one. To evolve a satisfactory technique, you have to study, not the arts of literature or design, but the art of the theatre.

Now for the working out of this idea.

The occasion was the dedication of the new Columbia Power Station, at the confluence of the Big Miami and Ohio rivers, in the extreme southwestern corner of Ohio, about twenty miles from the heart of Cincinnati, and five miles outside the city limits. This station was built and is operated by the Columbia Power Company, a subsidiary of the Columbia System. It is designed to become the principal electric generating station of our system, serving Cincinnati, Dayton, Hamilton, Middletown and a score of other cities as well as over a hundred smaller communities in southwestern Ohio, together with Covington, Newport, and their neighboring towns in northern Kentucky.

What we really set out to accomplish, therefore, in the dedication of the new plant, was to dramatize electric service for the people of all these communities. We started with the premise that very few people realize the extent to which dependence upon central station electric service is becoming the universal rule of daily life, and that it was our job to bring this fact home to our own million or so of customers in a way that would appeal to their imaginations and so help us to increase our usefulness to them still further.

Now, in case somebody should suggest that we had an easy job compared with that of dramatizing a new grocery store or service station, it may be in order to inform you that there are very few institutions less dramatic to the eye, under ordinary circumstances, than a modern power station.

A grocery store, if you really set out to uncover the stories of strange lands that stretch out behind every other package on its shelves, fairly reeks with drama. But a modern power station! The orderly neatness of its bare interior

would put a Dutch village to shame; scarcely any moving machinery is visible; even the boilers are fired by machinery and the most you get is a glimpse of flame through a peep-hole, while the few men on duty are seldom seen to do anything except look at a gauge-dial and turn a valve-wheel a fraction of an inch. Engineers, in fact, have an instinctive horror of drama—its appearance is usually a sign that something has gone wrong.

However, having made up our minds that drama was needed, we pondered the matter. We sought for some analogous ceremonial, and presently found one—that of launching a big ship.

There you have drama at its highest point: Suspense; uncertainty; a hint of danger and of mighty forces let loose; and by age-old tradition, human interest is caught and held by giving the most prominent role in the unloosing of this power to a young girl. What more effective contrast could be devised?

#### THE HIGH POINT OF THE DRAMA

We could not push our analogy too far; we had no desire to send our new plant sliding majestically down into the Ohio; but we decided that the high point of our drama would be the moment when a young girl—the daughter of the designing engineer—would for the first time open the throttle, turning on steam and starting one of our gigantic turbines.

Having made up our minds on this point, Belasco, himself, never built up a scene with more care. We had, in fact, one great advantage over Belasco, in that we were able to hand-pick our "first-night" audience—the 600 or so especially invited guests who witnessed the actual ceremony of dedication. But we accepted, and followed, whole heartedly, the dictum of the successful theatrical producer by lavishing almost infinite pains upon the details of our stage-setting.

There were scores of these details, each contributing its mite to the success of the whole, and

# 24.8% Gain

*for January  
February  
March*

This average gain in advertising lineage—month after month—not only indicates that 1926 is an unusually prosperous year, but that **SYSTEM, THE MAGAZINE OF BUSINESS**, reaches an unusually profitable business executive audience.

**SYSTEM**  
*The MAGAZINE of BUSINESS*

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Other Shaw Publications are: **FACTORY**, The Magazine of Management, **HARVARD BUSINESS REVIEW**, British **SYSTEM**, **THE JOURNAL OF LAND & PUBLIC UTILITY**, **ECONOMICS**, **INDUSTRIAL MERCHANDISING**

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each chosen for its dramatic value; the design of brassards for guides and pennants for the motor-cars which brought the president and directors, with their personal guests, to the scene; the signs, with arrows pointing "To Columbia Park" on all the roads west of Cincinnati—all these and other touches contributed to capture the attention of spectator and passer-by alike, and deepen the feeling that an important and thrilling event was impending.

We also advertised our "show" rather more persistently and more conspicuously than the usual theatrical manager. But then, we also got on admirably without any help from the usual reliance of the theatrical manager—the press agent. This was the only point in which we departed entirely from theatrical technique. But we are not sorry.

We had commenced our carefully laid-out program of advertising about two weeks in advance of the actual dedication day, using simple, poster-like advertising in all the newspapers, combined with the use of actual "three-sheet" posters which were set up on easels in all public or semi-public places in Cincinnati, the largest and most central city of our territory. As every department store, hotel and theatre in the city is a customer of ours, we had little difficulty in securing their co-operation in this. We also distributed several hundred smaller replicas of the poster as a window card.

Furthermore, we published two different small "hand-out" folders, one telling how to get to Columbia Park, and the other describing interestingly, not only the new power station and what visitors were to see there, but also several of the interesting historic and scenic features of the site. These were distributed broadcast through our territory. Together, they gave what might be called the "scenario" of our drama.

During the week of the actual dedication day, two of the Cincinnati newspapers published large and elaborate special sections commemorating the opening of the new

station, and in addition to this, the week was marked by another feature which, for the first time, gave us a definite indication of the manner in which our "show" had "caught on." This was the publication of some very large and striking advertisements by some of Cincinnati's other prominent commercial institutions, congratulating us upon the completion of Columbia Station, and also congratulating the community upon its new servant.

We had laid out our program as a four-day affair. The first day, Thursday, was to be the day of the formal dedication before invited guests. Incidentally, another advance indication of the success of the "show" was the scramble for invitations, which provided considerable last-minute embarrassment. This day was to close with a banquet, which was one of the most distinguished gatherings ever held in Cincinnati.

Despite the impossibility of a complete dress rehearsal, the performance went off, thanks to our preliminary agonies, as smoothly as a wedding among the 400.

The special train bringing the official party from New York arrived on time; the motor parade through the city and down to the station was witnessed by throngs and greeted with cheers (even if most of them were furnished by the ubiquitous small boy); the invited guests were escorted into the turbine room; then, in impressive silence, our "sponsor" and her party entered; flashlights boomed and cameras clicked and the news movie cranks ground furiously.

The following day we entertained, as guests at the new station, some 3,000 high school, college and university students, together with a scattering of public visitors. This was Friday; Saturday and Sunday the station was open to the general public. Saturday we had some 4,000 visitors (this was in the midst of the final Christmas-shopping rush) and then, on Sunday came the deluge.

We had hoped, vaguely, to have  
(Continued on page 77)

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There's a sermon in these  
figures for space-buyers all  
over the United States . . . .

**I**N placing advertising in Los Angeles, bear in mind this fact: During 1925, The Los Angeles Examiner GAINED better than 600,000 lines of Local Display Advertising. ALL the other Los Angeles papers showed losses.

ALSO: The Los Angeles Examiner carried MORE National Advertising than ANY other newspaper in Los Angeles.

There must be a reason. The Examiner *must* be delivering a better job of results.

165,000 Daily

385,000 Sunday

**Los Angeles Examiner**

JOSEPH CONNELL  
571 Monadnock Bldg.  
San Francisco, Calif.

W. W. CHEW  
1819 Broadway  
New York City



WM. H. WILSON, 915 Hearst Building, Chicago, Ill.

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# Farms, Farmers, Farm Implements

The January issue of *The Country Gentleman* carried what we believe to be a record in farm paper advertising:

*8690 agate lines of farm machinery and farm implement advertising in a single issue!*

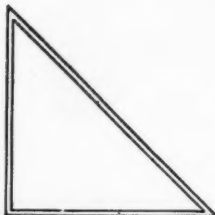
No manufacturer knows the farm field better than do the makers of farm implements and farm machinery. None has had longer practical experience as an advertiser in the

## *The* Country

*more than*

THE CURTIS  
INDEPENDENCE SQUARE,

Advertising Offices: Philadelphia, New York,







## ts and Machinery

farm press. None is more anxious to reach directly, with a minimum of wasted effort, the working farm itself.

This record volume of farm implement and farm machinery advertising is significant endorsement of the truth of our statement that *The Country Gentleman* is the foremost publication in America for those whose homes, or whose interests, are in the country.

# Gentleman

n  
IS  
RE,  
rk,  
1,200,000 a month

PUBLISHING COMPANY  
PHILADELPHIA, PENNSYLVANIA

Chicago, Boston, San Francisco, Detroit, Cleveland

**don't kid yourself  
about the  
Greater Detroit  
market; it is the  
livest salesfield in  
the country today  
and you can't do  
it justice with any  
less than its two  
evening newspapers  
and two of its  
Sundays.**

**The Detroit Times  
contribution to  
coverage is more  
than 225,000  
evenings; 300,000  
Sundays**

10,000 to 15,000 visitors during the three public days, but we had been too innocent and inexperienced impresarios to study the physical limitations of our theatre—to figure the actual number of motor-cars which could move in one day over the roads leading to the plant, or be parked there long enough to allow their passengers to walk through the building; the actual number of people who could be carried down to Columbia Park or away from it on our special trains in a day; even the actual number of people who could safely be packed into the station or moved through it at one time.

Fairly early, that Sunday afternoon, we had to send out guides, carrying notice-boards hastily painted on the spot, announcing that no more visitors could possibly be accommodated. We sent scouts out along all the roads, some of them as far as four miles away, to beg all and sundry please to abandon their idea of visiting Columbia Park, because there was no possible chance of their even getting within sight of the plant, so great was the congestion. The solid masses of motors, moving at snail's pace, extended on some roads for five miles without a break. On this one Sunday, over 12,000 people, by actual count, inspected the station, and at least as many more, on the lowest possible estimate, were turned away without doing more than getting within sight of the building. It is safe to say that at least 25,000 Cincinnatians, on this one December day, turned out to ride or drive twenty miles or more to see that fundamentally undramatic thing; a modern power plant. Furthermore, when we re-opened the station to the public the following Sunday, for the benefit of the disappointed, 5,000 of them returned and actually went through the building on that occasion.

What is more, every comment overheard indicated that all of them felt that their visit had been wonderfully worth while; and that there are impressive dramatic values even in a power plant—if somebody takes the trouble to

find them and point them out.

From our point of view, no more successful combination of advertisement and demonstration could possibly have been staged. Electric service is going to be easier to sell in Columbia territory—is going to be sold at less cost to the consumer, and used with greater benefit to the entire community—for a long time to come, as a direct result of the Columbia power station dedication.

### Verona Tool Works Appoints H. A. Calahan Agency

The Verona Tool Works, Pittsburgh, Pa., manufacturer of railroad track tools and other track fittings and accessories, has appointed The H. A. Calahan Company, Inc., New York advertising agency, to direct its advertising account. Steam railroad publications will be used.

### Des Moines "Capital" Adds to Staff

Ernest R. Gray and Glen Ransom, both formerly associated with the Des Moines, Iowa, *Capital*, have returned to the advertising staff of that paper. Mr. Gray is now director of advertising. Mr. Ransom is manager of the classified section.

### Perfume Account for Lawrence Fertig Agency

J. A. Marceau, Inc., New York, perfumers, has appointed The Lawrence Fertig Company, Inc., New York advertising agency, to direct its advertising account. Class magazines are being used and newspaper rotogravures will be used in the fall.

### Large Gain in Consolidated Cigar Profits

The Consolidated Cigar Corporation, New York, Harvester and Adlon cigars, reports net profits, after charges, of \$1,523,162 for the year 1925. In 1924 net profits were \$1,081,431.

### R. M. Johnston Dead

R. M. Johnston, a member of the board of directors of the Houston, Tex., *Post-Dispatch*, and at one time president and editor-in-chief of the former *Post* of that city, died at Houston on February 28 at the age of seventy-six. He was a former United States Senator.

### Advanced by Bank of America

Osborn F. Hevener, advertising manager of The Bank of America, New York, has been appointed manager of the business development department.

# This Plan Uncovers Executive Talent

The President of the Public Service Company of Northern Illinois Works Out a Course in Management Training for Employees

**W**HERE will business get its future leaders? How can management best develop executive material which can be relied on to formulate policies, make sound decisions and administer affairs five, ten and twenty years from now?

Questions such as these are puzzling the directing heads of business. Some of these executives are painstakingly working out answers. Britton I. Budd, president of the Public Service Company of Northern Illinois, is one of these.

Mr. Budd has drafted what he hopes will be a solution to the problem of getting and maintaining a reserve supply of key men in so far as his own company is concerned. It is what he calls a Training Course in Management designed for selected employees of the company who have shown that they possess qualities necessary in the public utility executive. In his plan there is disclosed a point of view with respect to the future growth of a business and methods of insuring and shaping this growth that should be of more than secondary interest to other executives who think in terms of the future.

In the first place, Mr. Budd objects vigorously to calling or considering his idea a school for employees. It is much broader, more practical and more mature in its requirements than the word "school" connotes. Briefly, the plan is to select from the ranks of employees those men who show that they possess qualities of leadership and to send them through the company's various departments of management. These men will get experience enough in each department to know what it does, how it operates and what its relations to other departments are. Officers, managers of departments and employees all the way down the line may be selected for this training. When a man has fin-

ished his course, the chances are that he will go back to his old job. He may, although that is not likely, be transferred at once to some work for which he has shown ability during the course.

"The great need in any large organization is material for leadership positions," Mr. Budd recently said to *PRINTERS' INK*. "I have thought about it in our company for a long time and have come to the conclusion that we ought to take advantage of the material at our fingertips, that is, the potential executive material that is already in our employ. Every large company has a supply of men with ability, good judgment and ambition, but the opportunity for these men to round out has, in the past, been pretty much a matter of chance. What we are working to establish is a medium for taking some of the element of chance out of the development of the capable man.

## THE COURSE IS OPEN TO ALL

"I have devoted much time to men just out of school or college. I have sent them through various departments to give them a sort of bird's-eye view of our company. Our new course in management training differs entirely from that practice. This course will be open to anyone in our employ in any position who is chosen by a committee in charge. The lineman, the accountant, the man from our sales department, or the operator may be selected. He goes to work in the office of some executive. Then, after a bit he goes to another executive's office for an opportunity to develop along different lines. At the end, say, of two years he has had experience in all branches of our activity."

In almost every large company there are a few individuals who have fought their way to the top, overcoming handicaps of a dozen

Mar. 4, 1926

PRINTERS' INK

79

**COMET RICE CO.**  
SUCCESSORS TO Seaboard Rice Milling Co.  
GALVESTON, TEXAS AND 57 LAIGHT ST., NEW YORK

Feb. 23, 1926.

The Arizona Republican,  
Phoenix, Arizona.

Gentlemen

Long on promises, but short on performances. That may apply to some newspapers, but it doesn't to you.

The receipt of your illustrated letter to the trade completed your service program as outlined to us on our visit to you last summer. These letters are exceptionally good, but not better than we expected, for we knew that you could put real pep in these communications. Can you supply us with 50 additional copies of this letter?

When we asked you for position on your household page, we little expected you to bat 100% on the request. We appreciate this service.

Your window display was cleverly arranged. Due to its size it made a striking appearance.

The subsequent investigation to the first one you made for us to determine the sales' standing of Comet Rice shows that our sales are progressing right along with the advertising effort. Your reports in this connection were well compiled. We value them highly.

You're long on promises, but you back 'em up.

With kindest regards we are,

Yours very truly,

COMET RICE COMPANY

By *W. H. Adams*  
President.

WHD-AD.

different varieties. Their rise seems to be governed by some inverse law of gravitation. Instead of being the creatures of circumstances they appear to make circumstances. But for every one of this type, Mr. Budd believes, there are dozens of others whose progress is arrested and delayed. They possess latent executive ability, but it takes long periods of time, frequently fifteen, twenty years or more, for them to work into positions where their ability can make itself felt. The Public Service Company of Northern Illinois is aiming at maturing men without making it necessary for them to soldier so long in the ranks. If an employee is capable of handling problems of management, the company wants the benefit of his thinking as early as possible; it wants him ready and waiting on the sidelines for any contingency that presents itself.

"Of course, it is going to be difficult to pick the men to take the course in management training," Mr. Budd says. "Many employees are likely to feel that they deserve to be chosen while actually only a few can be. We must pick only the man to whom a broadening experience will be most useful. The potential leader may be a man of no education to speak of but of long familiarity with our problems. He may be a well-educated man who has been doing one thing day in, day out without any experience in our other work. In any event, we want the man who shows that the company will be the gainer for giving him executive training. Our real object is to benefit the company as a whole rather than any particular individuals. Yet, if we benefit the company, we must benefit the individual."

### E. E. Sterns with Travelers Insurance Company

E. E. Sterns, recently publicity manager of the Guardian Life Insurance Company of America, New York, has joined the advertising staff of the Travelers Insurance Company, Hartford, Conn. He had been assistant advertising manager of the American Tobacco Company for five years.

### M. H. Emmer Joins Jaeger Portable Power Company

Maxwell H. Emmer, for the last two years associate editor of the *Detroit Purchaser* and for three years recording secretary of the Purchasing Agents Association of Detroit, has resigned, to become manager of one of the sales divisions of the Jaeger Portable Power Corporation, manufacturer of automobile driven woodworkers, pumps and generators. Mr. Emmer was purchasing agent of the Square D. Company for six years.

### Wilson & Company Reorganized

Wilson & Company, Chicago, meat packers, have been sold at auction to a re-organization committee of stockholders and creditors, of which Frank P. Wetmore, of the First National Bank of Chicago, is chairman. Thomas E. Wilson will remain president under the present reorganization plan. The other officers will also retain their positions. The Wilson company went into receivership in 1924.

### W. C. Hunt Leaves Frederick C. Mathews Company

William C. Hunt has resigned his position with the Frederick C. Mathews Company, Detroit, publishing, to become assistant advertising manager of the Frischkorn Florida Company, Dunedin, Fla.

### L. D. Trowbridge Joins Providence Agency

L. D. Trowbridge, formerly with the Wilson H. Lee Advertising Service, New Haven, Conn., has joined the copy department of Danielson & Son, Providence, R. I., advertising agency.

### Has Elliott Addressing Machine Account

The John W. Queen Advertising Agency, Boston, has been appointed to direct the advertising account of the Elliott Addressing Machine Company, Cambridge, Mass.

### Simmons Reports Large Sales

The Simmons Company, Chicago, metal beds and furniture and bedding, reports net sales of \$32,684,279 in 1925 against \$31,667,741 in the previous year. Net profits, after charges, were \$4,179,495, compared with \$2,767,493 in 1924.

### L. M. Firestone Joins Geo. F. McKiernan

LeRoy M. Firestone has joined the sales staff of Geo. F. McKiernan & Company, Chicago, producer of direct-mail advertising.



Our readers pay  
over \$30,000 a  
month to read  
The American  
Mercury.

*Our advertisers pay only  
\$220 a page for this  
unusual reader interest.*

More than 60,000  
net paid circulation

730 Fifth Avenue  
New York



**THE ELKS**  
**is the**  
**Man's Mag**  
**the United**  
**850,000**

50 East 42nd St.







# S MAGAZINE

e largest  
-azine in  
States —

0 Identified Subscribers

New York City



# SMASHED!

## —another automobile record in Cincinnati

**I**N January, 1926, The Cincinnati Enquirer carried 102,173 \*lines of new car advertising. This figure set a new record in automobile lineage among Cincinnati newspapers, breaking the previous record, also held by The Enquirer.

No two other Cincinnati papers combined have ever come near reaching such a monthly total.

In its 32-page Automobile Show edition alone, The Enquirer published 48,986 lines of passenger car advertising, more than twice the advertising carried in similar editions by other Cincinnati newspapers.

In 1926 so far, The Enquirer has carried 18 full page advertisements on passenger cars and two full pages on trucks. In this period not a single full page automobile advertisement has been carried by any other Cincinnati paper.

In 1926, The Enquirer is carrying larger automobile schedules and more exclusive schedules than ever before—a tribute to this paper's unquestioned dominance in the automotive field.

You can't argue with figures!

I. A. KLEIN  
New York  
Chicago

*The*

R. J. BIDWELL CO.  
San Francisco  
Los Angeles

# CINCINNATI ENQUIRER

"GOES TO THE HOME—STAYS IN THE HOME"

\* Figures compiled by The Lissner Bros. Inc., Auditors

# Scientific Tests as Material for Industrial Campaigns

Scientific Demonstrations Are Skilfully Staged in Current Industrial Advertising

By a Commercial Art Manager

**P**RACTICAL demonstrations, experiments and scientific analysis, once reserved for laboratory work or periodically staged for the benefit of groups of interested prospects, are now the order of the day in industrial magazine campaigns. The laboratory department at the factory has been taken into what might be termed an advertising partnership, supplying facts and figures which often form the basis for entire campaigns.

Needless to say, such experiments must be genuine in every sense. The type of reader makes this essential. Then again, in a number of instances, the demonstrations are given by salesmen.

I have collected a dozen or more examples of demonstration advertising of the very latest variety which prove to what an important extent the idea has taken hold. These cases refer primarily to campaigns directed to plant engineers, buyers for large industries and equipment experts in many fields. The laboratory genius is ever in the background, staging each demonstration. And while salesmen are asked to employ the material in the event they encounter skeptics, elaborate industrial paper advertising features the demonstrations, accompanying them with distinctive technical illustrations.

The writer was permitted to examine a series of brief cases made up for the salesmen of a great industry specializing in certain castings for factory use. Of prime interest were the sets of large photographs, made into portfolio form, nine prints to a portfolio. These photographs had been made under the direction of the company's laboratory head, and were wonderful enlargements

from microscopic studies. Different grades of steel and iron had been camera-illustrated, their strange porous surfaces dilated thousands of times in order to clinch vital mechanical facts.



**It PAYS to Use**

**We Have Just Closed  
The Greatest 12 Months  
In Our 25-Year History**

Our sale of FLINT SHOT for 1921 will exceed in volume those of any previous year—withstanding even the war-prompt pause!

This, in spite of the fact that, for the greater part of 1921, the steadily business of the country was better than usual.

**A Conspicuous Year**

It has been a year in which manufacturers have been forced to hold down their costs. We welcomed every challenge to show production economies and we passed our own up in as many manifestations that our new business, added to our regular trade, has made this our best year.

**Maximum Production—Minimum Waste**

Just as the new patent demonstrated that FLINT SHOT gave maximum production in a period when costs were increasing, so the close-estimate sale of 1921 showed that the standardized material brought the most economic use—all costs considered—than the cheapest brand made.

**Limited Free Trial Offer**

That you may test both the production and the cost factors in your own machine, we have decided to give you a sample of the material, in the form of a trial set, free of charge. It will give you a complete idea of the material, and its use, in your own shop. We also prepare single copies 1200 miles of our plant in Chicago, Illinois.

**UNITED STATES SILICA**  
1200 South Michigan Ave. Chicago, Ill.

THE MICROSCOPIC STUDY MAKES A POWERFUL APPEAL TO INDUSTRIAL BUYERS

The salesman could produce these portfolios and prove everything he said about his own product. Each set was duly signed by the laboratory head in the presence of a notary. It was a businesslike document. In addition, these brief-cases held leather compartments for cross-sections of small bits of casting.

Both in their advertising to the trade and as invaluable ammunition for salesmen, this idea is rather generally practiced today. The microscope has indeed come

to be one of the sturdiest of selling forces. Its unerring eye permits of no arguments. And laboratory experiments are invariably fascinating to both professional expert and layman.

The United States Silica Company employs microscopic-camera studies to secure conviction. These prints, either as the illustrations for industrial journal campaigns or in the brief cases of salesmen, have been exceedingly helpful.

In talking to users of gears, for example, this company illustrates, with microscopic accuracy, both a cross section of malleable iron and gray iron. Circular compositions are divided into two parts. The comparison is emphatic and convincing. The best-written copy could scarcely argue the reader into the same state of mind.

"Flint-Shot," states the advertiser, "will give your sandblasted products a finish that holds enamel, lacquer or paint. Metallic abrasives will give them a slippery, leaden surface to which nothing will stick. Take your choice, but know what you are doing before you buy abrasives."

To state this verbally or to talk about it in type is certainly less effective than to present clear, convincing microscopic-camera studies which visualize the difference. In any arguments which might arise between salesman and prospect, the photographs would clarify the atmosphere at once.

On the other hand, similar photographs may be employed for a directly opposite purpose, as is being demonstrated by the recent Smooth-On campaign in industrial publications. Two circular camera prints present two practically identical versions of surfaces. "Which one is cast iron?" the advertiser bluntly inquires in his headline, and then continues: "One of these unretouched circular sections is iron. The other is hardened or metalized Smooth-On. Can you tell which is which? Smooth-On is made especially for filling up surface defects in castings. It is applied like putty, grips like a weld when it hardens,

looks like iron, and can be filed like iron. It is a product which saves many castings that would otherwise be scrapped."

The salesmen and the advertising of The Harrisburg Pipe and Pipe-Bending Company profit by the use of laboratory experiments and the shrewd, convincing eye of the microscope. "Our research department," states one industrial journal advertisement, "is continually engaged in the service of customers who profit by its findings and opinion. Here, steels are tested under actual working conditions to determine the formula best adapted to the requirements of the finished articles. With the aid of completely equipped chemical, physical and photographic laboratories, our metallurgists have been the means of saving customers thousands of dollars by increasing the efficiency of both their production and their products."

Every salesman is a staff expert. He is accustomed to talking facts only. The advertising follows a close second, with its marvelous laboratory-made photographs of metals taken under various conditions. Beneath a complex camera picture, this caption appears: "Microphotograph showing grain formation lacking in uniformity — the cause of breakage and rejections." And with another picture: "Showing a steel of uniform grain, that machines well, hardens without distortion, and holds its shape."

There is visual fascination in demonstration-illustrations of this character. They are advertising claims transformed into actual facts. They strengthen the approach and the arguments of the sales organization.

#### PICTURES NOW STRENGTHEN TEXT

In the advertising and selling of Empire New Process bolts, the camera, the microscope and the laboratory join in an effort to illustrate features and problems which it has only been possible to describe before. Comparative photographs bring out the one important argument, namely, the

## 5,000 Department Store Buyers—

A TRADE edition of Fashionable Dress will be published *each month*, commencing with the May issue, and mailed to 5,000 department store buyers.

The trade edition will consist of a reproduction of those pages appearing each month in Fashionable Dress which are of merchandising interest to department store buyers.

A special section will be devoted to editorial material of a purely trade character.

Advertisements of merchandise sold through department stores, appearing in Fashionable Dress, will be reproduced in the trade edition without additional cost.

# FASHIONABLE DRESS

Member Audit Bureau of Circulations

difference in the threads of modern bolts. These pictures might mean little or nothing to the average person but to engineers they are far more compelling than the most ambitious human-interest illustration. They are literally packed with interest.

Laboratory photographic enlargements of ordinary stucco surfaces and of a specific process served salesmen well in their talks with skeptical prospects, who demanded visual proof rather than verbal. It was brought out in this series of prints that much stucco being marketed was extremely porous and therefore not waterproof. The spongy formations were clearly evident in the enlargements, whereas the density of the advertised product was equally well portrayed.

Some of the effects in this classification secured for Armco ingot iron are quite remarkable, losing none of their effectiveness as employed for industrial magazine purposes. A characteristic Armco demonstration, used alike in advertising and by salesmen, shows what happens when metals are not scientifically balanced. A hammer strikes a piece of alloy and shatters it into many small pieces. One ounce of lead added to 160 pounds of gold will change two soft metals into an alloy so brittle that it will break like cast iron. Yet, gold is so soft that it may be hammered into sheets thinner than the thinnest paper. The percentage of impurities in gold is 5-100 of 1 per cent. It is easily understandable then, as Armco advertising painstakingly explains, why an increase in impurities of several hundredths of 1 per cent makes such a vital difference in the durability of culvert material.

In order to prove that McQuay-Norris piston rings are free from "snakiness," small face-plates, coated with Prussian blue, are supplied to salesmen. Their surfaces, of course, are perfectly even. Any imperfection would immediately show on the painted face of the plate. The demonstrator puts a piston ring on this

little stand, and presses it down with his fingers. This flatness means perfect side-fit in true ring grooves. Snaky rings can't fit the grooves perfectly, as experts know.

Salesmen, on specified schedules, are permitted to take with them a fabric gear which has been in steady use for 62,000 miles. The authentic affidavits and facts are attached. It is in absolutely perfect condition, with no wear visible, even when measured or weighed in a laboratory. Naturally, it makes a profound impression upon the prospect. A picture of this gear was also used in large size in automotive journals.

These tests are all a part of a modern trend. People are more exacting, more inquisitive, more inclined to have proof presented. It applies with equal force to selling and to advertising in the industrial field or the consumer field.

#### E. D. Berger Heads Bergen Agency

Elmer D. Berger has been elected president of the Bergen Advertising Company, St. Louis, Mo. He succeeds Howard S. Bergen who has joined the Home Appliance Company. Harry J. Higwein, formerly associated with Mr. Bergen, has been re-elected secretary-treasurer.

#### Agency Directs Physicians' Home Campaign

The Capehart-Carey Corporation, New York advertising agency, has been appointed to direct the raising of a national endowment fund for The Physicians' Home, Inc. An advertising campaign, using medical papers and direct mail, has been started.

#### Finance Account for Nathan Agency

The Underwriters Finance Corporation, Chicago, has appointed the Nathan Advertising Company, Inc., of that city, to direct its advertising account. Newspaper and direct-mail advertising will be used.

#### Hume Bardin with Ray D. Lillibridge Agency

Hume Bardin, recently with the Joseph Richards Company, Inc., has joined Ray D. Lillibridge, Inc., New York advertising agency. He had been with the George Batten Company.

Mar. 4, 1926

PRINTERS' INK

89

# THE BUTTERICK QUARTERLIES

*Advertising Department*

41 ST. ST. & 6TH AVE.  
NEW YORK CITY

February 23rd, 1926.

Mr. Douglas Taylor  
Printers' Ink  
185 Madison Avenue  
New York City

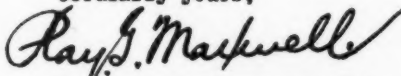
Dear Taylor:

Please insert a full page  
announcement that the issue of The  
Butterick Quarterlies just closed  
(Summer 1926) shows a

40% INCREASE

in advertising revenue over any  
previous issue.

Cordially yours,



THE BUTTERICK QUARTERLIES  
Manager



*February Averages*

**DAILY . . 1,018,932**

*(The Largest Daily Circulation in America)*

**SUNDAY 1,260,784**

*(The Largest Sunday Circulation in America)*



**T**ODAY, the Marvelous Million circulation of the Daily News covers the major part of the New York City market. The Daily News circulation is now more than—

- 4 times the American's
- 3 times the Herald-Tribune's
- 3 times the Mirror's
- 3 times the Time's
- 3 times the Morning World's

**I**N OTHER WORDS, you must buy the next four morning papers to reach as much of the New York City market as the Daily News reaches alone. And the Sunday News has also the largest Sunday circulation in America! Buy News now—still on a rising market!

**THE  NEWS**  
*New York's Picture Newspaper*  
25 PARK PLACE, NEW YORK  
Tribune Tower, Chicago

---

## 57,387 Families 47,000 News' City Circulation --- 10,387 Families Left

**G**RANTING that every family in Birmingham reads a newspaper—and they do not—a circulation of 10,387 families only is available in any other medium.

The cost of reaching these 10,387 families is prohibitive when one considers the physical make-up of this thriving industrial city.

You can safely put it down that The News goes into every worth-while home in Birmingham. That's why local and national advertisers alike have concentrated their advertising in The News exclusively over a period of years.

That's why The News has approximately twice as much circulation and carried more than 3,700,000 lines of advertising more than the other two papers combined in 1925.

NET PAID CIRCULATION  
NOW GREATER THAN

DAILY  
78,000

SUNDAY  
91,000

# The Birmingham News

THE SOUTH'S GREATEST NEWSPAPER

NATIONAL REPRESENTATIVES

New York

KELLY-SMITH CO.  
Chicago Boston  
J. C. HARRIS, JR.  
Atlanta

Philadelphia

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# The Growth of Public Utility Advertising

Some Facts and Figures from the Records of the Public Utilities Advertising Association

By W. P. Strandborg

Director, Oregon Public Utility Information Bureau

**D**URING the last year the public utilities of this country have availed themselves of the opportunities offered through newspaper advertising columns to the extent of approximately \$16,000,000. The records of our Public Utilities Advertising Association show that during 1925 we expended for advertising of all kinds approximately \$25,000,000, and that over 63 per cent of that amount was used in the columns of the daily press.

Less than ten years ago, according to the best estimates at hand, the utilities were not spending more than \$5,000,000 or \$6,000,000 for advertising of all kinds, and the greatest growth in volume has been during the past five years. It will not surprise any of us if, in 1926, our utilities use advertising to the extent of \$27,000,000 or \$28,000,000, possibly closer to \$30,000,000, with over \$20,000,000 of this going over the counter of the daily newspapers of America.

In an advertising way the surface has hardly been scratched. There are about 6,000 light and power companies in the United States and they all need advertising. There are considerably over one thousand manufactured gas companies and I don't know how many natural gas companies; they all need advertising; there are nearly 900 electric railway companies and they are in sore need of the moving power of advertising to sell mass transportation, and there are some 15,000 individual telephone companies.

These major utilities, as we call them, have an aggregate capital investment of not far from \$20,000,-

000,000, or nearly as much as the combined investment in all the steam roads in the country; the utilities have, as I have stated, close to 35,000,000 customers; they have over 1,000,000 employees and over 6,000,000 security holders, and their financial requirements for each year will range above \$1,000,000,000 for many years to come.

Now, just what part does and can advertising play in the economics of this situation?

## PECULIARITIES OF THE BUSINESS

Public utilities differ to a rather marked degree from other lines of business in that it is often more important to devote your major advertising activities to the intangible than to the concrete and tangible elements such as investments, merchandise, business building, etc. In other words, some companies find themselves in a situation where it is deemed best to use their heaviest gunfire in the advertising mediums for good-will and institutional purposes—telling the public the real inside and truthful stories of the business itself in order that the public may better understand and appreciate the intricate problems to be mastered. The ultimate purpose, of course, is to secure a favorable public opinion that will render material assistance in the solution of these problems in both an economic and political way.

Moreover, it is in the political field where there is even greater divergence from other advertisable industries than in the economic field, for all utilities are under formal and regular official scrutiny and supervision by a host of political groups that require the keenest foresight and soundest

Part of an address delivered before the recent annual meeting of the Inland Daily Press Association, at Chicago.

business judgment on the part of the utility managers to "keep peace in the family"—this is entirely aside from the business operations of the utility.

There are some fifty-seven regulatory commissions in the United States and besides these the average light and power, gas, telephone or electric railway company is under the jurisdiction of State, county or municipal bodies, and frequently it is highly important that the companies meet attacks, controversies and issues arising through or within any one or more of these formal sources, to say nothing of the political propaganda so frequently disseminated by the individual politicians, statesmen, and other groups, an important one of which is the press. Not only must attacks be met but misinformation, misunderstanding and misinterpretations must be corrected.

These political problems carry with them a further need for meeting intangibles with advertising, for there is a substantial amount of mystery and ignorance in the public mind about the cost of giving service, the structure of rates, classes of service, together with the actual utilization of utility service, and much educational advertising material must be used to let in the light of day. Lines of distinction as between educational, good-will and institutional advertising need not be drawn here, save to say they are included in the intangible class, very largely, and compose in many cases the major advertising problem of the utility company. It should be explained, perhaps, that when we refer to the "intangibles" we mean intangible from the standpoint of being able to check up direct and tangible results. In good-will or educational advertising it is not a part of your purpose to sell a million shares of stock, a hundred thousand electric ranges, or a billion cubic feet of gas; you may have a definite objective to reach in certain good-will and educational campaigns like securing the passage or defeat of a legislative measure or a change in rate sched-

ules, but such emergencies arise only occasionally and do not represent the bulk of "intangible" advertising.

Among the straight "merchandising" advertising activities a very important one is in the financial field. It has been noted that the major utilities need upward of a billion dollars a year to meet the public demands for additional service facilities. It is out of the question for the utilities to finance their requirements out of surplus earnings, for the utilities are not permitted to earn above a reasonable rate of return on the actual valuation of physical properties devoted to giving service. Nor is it possible for the utilities to compete for additional capital in the open market. The question, then, resolves itself to securing the necessary finances at home, from the customers, the employees and the local public, and it is in this field that is now commonly designated as "customer ownership" financing that the greatest strides in utility advertising have been made in the last few years.

#### WHY IT IS IMPORTANT

The importance of this form of financing lies in the fact that with a big majority of the utility companies their programs of expansion are limited only by their ability to raise funds in this way, and the advertising department is the strong right arm of the investment department in this undertaking. My own company is spending at the rate of \$4,000,000 a year on improvements and extensions and we would spend more if we could get it, and it is money that is going right back to work in my own home town.

I need not dwell on the conventional merchandising activities of the utilities except to say that the most remarkable development has also been made in this field. The light and power companies are serving about 14,000,000 American homes, and they need more equipment, more appliances, and it takes advertising—consistent, persistent, intelligent advertising, and lots of it—to put





## HERE ARE THE FACTS

*about a new magazine of national  
importance and scope*

☞ The initial issue of THE SHRINE MAGAZINE—official publication of the Mystic Shrine—will be published on May 1st.

☞ Editorial contents include the skill and artistry of the greatest living writers and illustrators.

☞ General appearance of the publication will be in harmony with the standards maintained by all important national magazines of our time.

☞ Circulation is 600,000 copies monthly—each copy delivered by mail into the home of a Shriner.

☞ Advertising rates are unusually low for the quantity and quality of circulation—\$3.50 a line, \$1,350 a page.

☞ The type size of page is 7 by 10  $\frac{3}{16}$  inches, 429 lines to the page.

☞ Final closing date for May is March 25th; cover and color forms close on March 15th.

\* \* \*

*A detailed rate card and complete information will  
be sent to any advertiser or agency upon request.*

### THE SHRINE MAGAZINE

Robert P. Davidson, *Business Manager*

1440 Broadway

New York

Western Office: 360 No. Michigan Avenue, Chicago

these money- and labor-saving devices in these homes and the millions of new homes that are yet to be built.

Last year, the Public Utilities Advertising Association became convinced that one of the first constructive steps that should be taken in the effort to put our advertising activities on a sound business basis was to study the costs and results of advertising as it is now being used.

We found that for a large and representative group of companies scattered all over the United States, the average for the newspapers was over 63 per cent of the total. For direct mail the expenditure was 14 per cent and for outdoor advertising it was 9 per cent.

Electrical advertising (general) showed 57 per cent for the newspapers.

Gas .....	67
Street railway and buses.....	59
Interurban and buses .....	55
Communication .....	70
Good-will or public relations.....	59
Merchandise .....	63
Security sales .....	71
Average .....	63%

Another thought I would like to emphasize and that is the utility companies are getting away from the press agent and free-publicity evil with amazing rapidity. That vicious system has always been an anachronism, but it grew out of causes for which a certain type of newspaper was just as much responsible as were the utilities. The newspapers wanted advertising and they were willing to exchange a certain amount of space in their news columns for a certain amount of so-called advertising handed out to the business office, and I am pretty much in doubt as to which was the poorest in quality—the stuff they called news or the junk they called advertising. Both the newspapers and the utilities ought to have been ashamed of themselves in condoning such an atrocious system.

### Joins Fuller & Smith

Mary J. Hoke, formerly of the Matteson, Fogarty, Jordan Company, Chicago, has joined the creative department of Fuller & Smith, Cleveland advertising agency.

### Straightening Out Two Advertising Cooks

Gordon Cook, Akron, Ohio, representative of the General Outdoor Advertising Company, informs **PRINTERS' INK** that he is puzzled by the receipt of congratulations from his advertising friends on his change of position, which he learns was reported in a recent issue. He writes that he plans to continue his present association indefinitely and wants to know "how come" that his friends should be led to think otherwise.

The news report in question concerns the appointment of Gordon Cooke, who has become advertising manager of Walker and Company, Detroit, which also is engaged in the business of outdoor advertising. This similarity in names is further involved by the coincidence that both Mr. Cook and Mr. Cooke have previously been engaged in car card advertising. The situation is made even more confusing by the fact that both men also were engaged in newspaper advertising.

**PRINTERS' INK** is glad to accede to Mr. Cook's request that these unusual circumstances be explained so that the friends of both himself and Mr. Cooke will have a correct understanding of their business affiliations. Incidentally it is interesting to know that the publishing of the news report has brought both men together in correspondence and, undoubtedly, they will keep one another posted on their future movements to see if their careers continue to follow along identical lines.

Should there be any other Gordon in the Cook family who might be mistaken for either of these two men, will he speak up?

### New Accounts for The Phil Gordon Agency

The P. H. Davis Tailoring Company, Cincinnati, the Pure Silk Hosiery Mills, Chicago; the National Soap and Perfume Company, Chicago; The Franklin Products Corporation, Chicago; Queen City Laboratories, Cincinnati; and Artsmith Engravers, Chicago, have appointed The Phil Gordon Agency, which was recently organized at Chicago, to direct their advertising accounts.

### R. M. Nichols Joins "Collier's"

Robert Means Nichols, who has been with James F. Newcomb & Company, Inc., New York, has joined the sales promotion staff of *Collier's*, New York.

### T. H. Ormsbee Joins "The Outlook"

Thomas H. Ormsbee, who has been with the Society for Electrical Development, is now with *The Outlook*, New York.



**IN**  
**1925**  
**IRON-TRADE**  
REVIEW  
**CLEVELAND**  
**GAINED**

177 pages in paid display advertising — nearly double its 1924 gain.

414 in net paid circulation.

**NEAREST COMPETITOR**  
**LOST**

More than 600 pages in paid display advertising—more than three times its 1924 loss.

182 in net paid circulation.

# *The 45 Leading C Get 81.7 per cent of From the True C*

**M**R. NATIONAL ADVERTISER: 69.65 per cent of the total volume of business done by the 45 leading Cleveland distributing concerns comes from the City of Cleveland alone.

81.7 per cent of their total volume of business comes from the TRUE Cleveland market.

The average number of salesmen for each of these firms is 11.8. The entire time of 5.6 of these same men is spent in the city of Cleveland alone.

49.3 per cent of the time of an additional 2.3 salesmen who work in the TRUE Cleveland market is spent in the city alone—an equivalent of 6.13 out of the 11.8 men working in the City of Cleveland alone.

7.9 of the 11.8 men spend their entire time in Cleveland and the TRUE Cleveland market. For all the rest of Ohio, western Pennsylvania, western New York, West Virginia, Kentucky and eastern Indiana, these 45 big distributing firms in Cleveland have an average of 1.7 men. The time of 2.2 men is spent both inside and outside the TRUE Cleveland market.

Recognizing their market of greatest productiveness, these 45 representative distributors devote 67 per cent of their selling effort to the TRUE Cleveland market and therein derive 81.7 per cent of their patronage.

This information is compiled from signed statements of the 45 executive heads of these companies and is on file in our office.

We will gladly send you more complete details of this survey.

# The Cleveland



NATIONAL REPRESENTATIVES:-

250 Park Ave., New York City

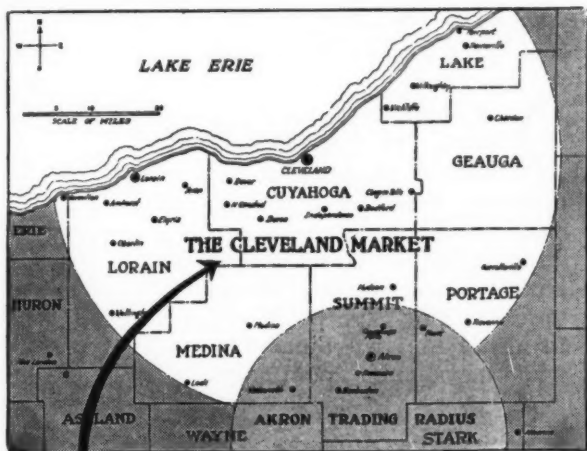
CLEVELAND, CINCINNATI, SAN FRAN

ALLI

410

CISC

# g Cleveland Jobbers nt of Their Business e Cleveland Market!



Last year, this  
year, next year  
—The Press is  
the **FIRST**  
advertising  
Buy in Cleve-  
land!

# *True!*

Every Press  
advertiser  
knows — "The  
Press is the  
**FIRST** Ad-  
vertising Buy  
in Cleveland!"

# e land Press

ES:—  
FRAN  
ALLIED NEWSPAPERS, INC.,  
410 N. Michigan Blvd., Chicago  
CISCO, SEATTLE, LOS ANGELES

A  
**SCRIPPS-HOWARD  
NEWSPAPER**

# first

*in real estate  
and building  
advertising.....*

**D**URING 1923, 1924 and 1925, The Detroit Free Press has consistently and continuously been the preferred medium of the real estate and building supply advertiser in Detroit, carrying nearly as much of this type of advertising as the two other Detroit newspapers combined.

On the cheapest of property, on property of the very finest type, on building supply materials of all sorts, The Free Press has clearly proved its ability to produce superior results to the advertiser at lower cost.



**The  
Detroit Free Press**

VERREE & CONKLIN, Inc.

National Representatives

New York

Chicago

Detroit

San Francisco

# A Former "Hired Man" Talks about Advertising to Farmers

He Relates Some Actual Advertising Experiences Which Occurred on a Farm in the Northwest

By Walter Greb

IF you don't know what is meant by the term, "hired man," I feel able to give you the true meaning. I worked many years on farms as one. A farmer may, during the busy seasons such as seeding, haying, harvesting and threshing employ many men according to the size of his farm—but the fellow he absolutely depends upon throughout the year and often for many years at a time, is known as the "hired man." This hired man is accepted by the farmer and his family as one of them and in the winter when work is dull he generally eats at the same table and sleeps in the same house with them.

Having been a hired man for years, during which time I spent many winters on a farm in the Northwest, what is here set down, is the result of observations and conclusions reached after reading, seeing others read and in some cases acting favorably upon the many hundreds of different propositions sent to us folks. Here are the real facts of how some advertising appealed to those it was sent to and why it did or did not sell us folks down on the farm.

Some advertising men, especially those who plan and write the stuff that is sent out to farmers, can profit from a reading of this story, for among you we found several who sent advertising matter that read as though it was written to fit conditions down on the farm twenty-five or even fifty years ago. Advertising of that kind is no longer able to sell the present-day farmer; he's an up-and-coming business man, educated by the best farm papers, farmers' institutes and county agents who have made farming a science. Then, too, a lot of matter is sent out that reads as though it was "doped" out from

government reports and shows the writer of it didn't know the first thing about farming and farm conditions. But to be more specific, here are some actual examples of propositions sent to my employer and neighbors and how they affected us.

To begin with, are you paying enough attention to your mailing list? All of you don't. Witness the following: We were all seated around the kitchen table, reading, one cold winter night. Suddenly, the farmer I was working for, Fred Loder, burst out laughing and we all turned to find out what the joke was.

"Say, Walt," he said, addressing me, "if you want to start farming, boy, here's your chance. A fellow wants to sell me a ten-acre farm; wants me to get out in the country—'God's Clean Fresh Air,' he says in this letter." And then addressing his wife: "Isn't that a joke, ma, when here I am with 820 acres of land and still so land hungry I want to buy Hanson's 160 acres that borders on our section five? I'll say this bird must have got my name mixed up with some clerk working in a city office somewheres or he certainly would not waste this pretty book and the postage it costs to write me letters about ten-acre farms."

## FARMERS USE TYPEWRITERS

Another example: The boss answered an advertisement to find out about a typewriter. Oh yes, farmers buy lots of them! In his letter he said that he wanted a machine to use on the farm and asked the advertisers to write him fully about it. When the catalogue and letter came, no special advertising matter or form letter was sent covering the use of typewriters on the farm and this in

spite of the fact that the inquiry was sent in answer to an advertisement read in a farm paper. They didn't show him why it would pay him to own a typewriter on the farm; every word of the catalogue and sales letter was away over our heads—it mentioned everything, even to telling us farmers how to make money *typewriting for others after our office work was done for the day*—but nary a word about typewriters on the farm. Did we order that make? No sir. About three months later, however, the mail brought a little letter, folder and a return postal that was written to interest and sell typewriters to farmers and this firm soon sold the boss a machine. My employer didn't know beans about typewriters when he answered that first advertisement. If the answer to it had talked to him as he lived, the sale would have been made then and there. No wonder a lot of users of space in farm papers holler about not getting results when they handle the inquiries the way the makers of the machine first mentioned did. That wasn't so long ago, either, but to-day I no longer see their advertisements in the farm papers. I wonder if they ever found out why the farmer didn't buy their machine.

Here's another: A neighbor was a regular "bug" for music. Babson Bros., of Chicago, had sold him a phonograph and several other musical instruments. Now he had a daughter who had set her mind on taking lessons on the piano and being eight miles from the village and no first-class teacher there, our neighbor, Joe Housen, finally decided to buy a piano, the simple set of instructions a beginner could follow, and let daughter be her own teacher. After going through the farm paper advertisements, he sent inquiries to three piano concerns who were selling direct to farmers. Each answer to those inquiries was practically the same; so much money sent with the order, so much per month and no selling talk that would interest a farmer. Why was that and whose fault was it?

I believe the farm-paper publishers were as much to blame as the piano companies, if not more so. The farm-paper publisher, or at least his advertising manager, must surely have known that no farmer in the localities his paper covered, could meet monthly payments. A little study on the publisher's part and that of the piano manufacturer's advertising department would have shown that the average farmer throughout the West generally pays all his bills at the end of the season after crops have been threshed and marketed. On a sale of a piano costing nearly \$600, couldn't the firm selling it afford to write the farmer a personal letter covering all of his conditions and requirements?

And don't forget mother when writing advertising to sell us down on the farm. This may be an extreme case, but at any rate it is a true instance of how a sale that had practically been made was lost because the advertiser forgot to take mother or the farmer's wife into consideration. Two farm electric lighting outfit manufacturers were sent inquiries regarding their plants by my employer. The two propositions came in due time, and he had made a decision to buy one of them and had already made out the order form, when his wife asked: "Fred, what company are you buying from?" "Well," he replied, "the Delco people seem to have the best proposition for me so I'm going to order it."

Right there, friend wife crabbed that order. "No, Fred, the Alamo is better," she insisted and when he wanted to know why, she got the Alamo's advertising matter, and read just two paragraphs to him. These paragraphs said that the housewife could easily attend to the Alamo if the man wasn't around, it's handling was so simple. She insisted that she wanted an outfit that she didn't have to worry about when the men weren't around and which she could depend upon in every way; she influenced the order away from the Delco and to the Alamo people. Now more than likely, the outfit

...Bundscho typography is beautiful because we're artists enough to achieve beauty and practical enough to know its commercial value.



J. M. BUNDSCHO, INC.  
*Advertising Typographers*

58 E. WASHINGTON 10 E. PEARSON  
CHICAGO

HERE TYPE CAN SERVE YOU

the boss had made up his mind to buy was just as easy and simple to handle as the other but they forgot to tell that fact to the farmer's wife in their advertising matter and lost this particular sale.

One season, help was very short. The result was we were way behind with our haying operations and my employer was worrying in real earnest because the crop was ready to be harvested and worse and more of it. Instead of the threshing machine owners coming around in advance and bidding for the different farmers' jobs, not one had been around to see the boss. Many were not taking their machines out that year at all because of the scarcity of help. Reading of a small threshing outfit for individual use, the boss sent a letter asking about it.

Instead of answering that inquiry in a farmer-to-farmer manner, they sent a salesman who pestered the life out of my employer and at last, unable to make the sale, he must have let some other company know, or two or three of them, that Fred Loder was in the market for a threshing machine. Anyhow, three different threshing outfit manufacturers sent letters and catalogues, but the salesman must have omitted the information that what we wanted was a small machine to do just our own work. The three firms all wanted to sell a regular-size outfit in use in that locality which runs from \$3,000 to \$4,000 in cost.

Mr. Loder wrote each that he didn't want the big outfit. Two didn't reply, but Nichols & Shepard did, and personally. They gave him the names of three other farmers within a radius of seven miles who had also written inquiring about small outfits and suggested he go and see them and interest them in getting together and buying the large machine. That sales writer knew his "stuff," for just what he suggested was done and a real sale made. The other two companies and the one which sent the salesman, even as late as last year were still sending follow-up dope trying to sell their machines. Just a little sales

strategy in this case landed a \$3,800 order.

Another time it was cream separators: My boss sent three inquiries to three different advertisers in farm papers. Two merely sent ordinary form letters and circulars. One, however, talked turkey: "We will allow you to test our separator any way you want to, if the plans we submit don't suit you." He had asked the three of them if they would send their separator on approval and told them that the one which made the best record at the end of thirty days, he would buy. Two of them answered referring to their dealers in that vicinity. The other cut all corners and immediately shipped a machine, although they, too, had a dealer in our home town. The machine arrived, was set up and running before we heard from the dealers, who merely wrote to come in and see them. Of course, no visit was paid the dealers. But the personal letter that came back saying: "We do not hesitate to ship a machine to a man of your standing in your community" did make a hit and needless to say he was sold before the separator ever arrived.

One letter that sold my boss started off something like this:

After you have the manure spreader under cover and the chores all done—then read the rest of this letter.

The man who planned and wrote that sales letter knew conditions on the farm and what's more he knew we had a manure spreader—and then he went on in the same tone and told us how to adapt his proposition in a profitable way with that spreader. It was a long letter—five pages—that's why he said in the very first paragraph to read the rest after the chores were done—and that's just what my employer did. He read every word of it, twice, then I read it, his wife read it and the oldest son did, too. It fairly oozed farm and farming and was prepared so expertly to fit our case, although it was a form letter, that I'd swear the writer of that masterpiece knew

(Continued on page 109)





## Overwhelmingly First at Home —fifth in the entire country—

Nothing so plainly demonstrates the supremacy of The Star in Washington, D. C., as the continued increase in its advertising lineage—both local and foreign.

The figures are illuminating: During 1925 The Star carried a total of 26,569,198 lines of advertising. This is an increase of 1,255,449 lines over the preceding year—half a million lines more than was printed by the other four Washington papers combined, and 16,173,141 lines more than the second paper.

The Star has the three qualities of circulation which count—QUANTITY, QUALITY and INFLUENCE.

The Star is a necessity to completely cover Washington—but it is plain no other paper is needed.

# The Evening Star.

WITH SUNDAY MORNING EDITION

WASHINGTON, D. C.

NEW YORK OFFICE  
Dan A. Carroll  
110 E. 42nd Street

CHICAGO OFFICE  
J. E. Lutz  
Tower Building

*Reproduced from a full page in LIFE*



## THOUSANDS OF DOLLARS' WORTH OF GOOD WILL—FREE

**J**'EVER stop to think how any little grocery or drug store in Ipecac, Indiana, or anywhere, can be a national institution, for nothing, if it wants to?

It can take advantage—free—of all the advertising of all the advertised goods in all the magazines and newspapers if it wants to

(Sometimes I almost get enthusiastic about national advertising.)

It (the little store) can plug in on all this never-ending supply of good will, just by stocking up on advertised brands

Mr Hep, my grocer has done it. His store is a speedy place. People

flock it full because they know about the things he has to sell. They can call their shots. His clerks are busy every minute. His rent is no white elephant. His turnover is like lightning. Hep has had sense enough to let his store take free advertising.

Hem & Haw, Grocers, next door, don't believe in advertised brands. Their clerks have to explain everything they sell. Their store is idle half the time. But clerk hire and rent are the same as Hep's. I give Hem & Haw six months.

Yes, sir, sometimes I think advertising is all right.

*Andy  
Consumer*

THE NATIONAL ADVERTISER BETS HIS  
ADVERTISING MONEY THAT HIS PRODUCT IS RIGHT

Retail stores have heard it before, but never mind. Those which sell nationally advertised goods may have forgotten one of the reasons for their prosperity. Andy here reminds 'em. Any little nook of a store, these days, can be national for the asking. It can carry goods good enough to have won the approval of millions of people.

# L i f e

# L i f e *and* *Andy Consumer*

ANDY Consumer admits his love letters to advertising are old stuff. You fellers know the line. All Andy claims is reiteration.

All Andy hopes is to help jell some of the good-will created by national advertising. He tells the public that advertising ain't its enemy. He tells dealers that national advertising is superpower with which they can wire their stores—free.

Of course Andy knows that nearly everybody knows nearly all these things already, but he figures a little repetition won't hurt.

Andy's only axe grind in thus saving the national advertising situation, is to show LIFE'S appreciation of the \$15,000,000 national advertisers have invested in LIFE space.

*ANDY CONSUMER'S talks on advertising are published in pamphlet form. If you can distribute copies to salesmen, dealers or customers, LIFE will gladly furnish, at cost, reprints or plates of this series.*

CLAIR MAXWELL, Advertising Manager  
598 Madison Avenue, New York City

Boston Office:  
127 Federal Street

Chicago Office:  
360 N. Michigan Avenue



# Advertising Must Incite Talk

## Not About the Advertising Itself But About Its Product

Many years ago "Sunny Jim" was accounted the cleverest of advertising, but it failed because people talked of the advertising and not the thing it advertised. If your advertising does not inspire the few who read it to talk about the merits of your merchandise with those who do not read, you are paying too high a price for it ever to be profitable.

There is a way in advertising to multiply its value by making the merchandise a topic of conversation, as for instance: "I'd Walk a Mile for a Camel."

Experience is the guide, and the only one, that leads to the successful use of advertising.

*"What is Advertising" a series of advertisements published under this title, will be sent upon request.*

# C. C. WINNINGHAM

## *Advertising and Merchandising*

GENERAL MOTORS BUILDING  
DETROIT

farming in the Northwest from A to Z.

A few words about the length or brevity of your farmer selling matter: In the winter send us as long a story as you want to, just so you keep us interested and so that we know what you're talking about—for we have oodles of time to wade through it in the winter time. In the summer, or say the busy seasons, from April until November, cut down on the length of your advertising and sales letters, for the bulkier the envelope, especially if it comes unsealed, and the longer the sales letter, the less chance of getting read this time of year. There was a cupboard in my boss's kitchen with two drawers, and although empty in April, when November rolled around they were full of mail matter. The many-paged sales letters and bulky advertising pieces were sent to this morgue each day during the busy season, and resurrected during the dull months and faithfully read over to pass away the time. If you want quick action in the busy season make it short but sweet. Of course there are a few exceptions in cases where the proposition hits us as more than interesting right from the start, but it's a safe rule to make the sales matter briefer in the summer than in the winter.

Here is a tip for those advertisers who are passing up the cultivation of one of the greatest influences in helping to sell farmers—county agents. I read the other day that there are nearly 12,000 of them in the good old U. S. A. They are a great help to advertisers in selling their products to farmers.

For instance: James E. Jones, a farmer located near us, decided he wanted to do his plowing with a large tractor outfit and accordingly answered six advertisements in farm papers. He had his mind practically made up on buying a certain make from talking with a farmer who already owned that kind and would have bought it without doubt if that firm, when writing him in answer to his inquiry had sent him a personal let-

ter and said: "If you have a county agent in your county, please ask him about the Blank Gas Tractor."

All progressive farmers look upon the county agent as their great friend and helper and Farmer Jones of Kensal, North Dakota, being just that kind of farmer, got in touch with his county agent. The result was, his whole opinion was changed and he bought the Minneapolis instead of the one he originally intended buying and was practically sold on.

### Life Insurance Sales Continue to Gain

The sales of new life insurance during January were 13.3 per cent greater than those of that month last year, according to the report of the Association of Life Insurance Presidents to the United States Department of Commerce. The sales of January, 1925, were 9.1 per cent above those of the corresponding month of 1924. The amount of life insurance written in January, 1926, was \$854,057,000. This compares with \$753,914,000 in January, 1925, a gain of \$100,143,000. The companies included in the report control 81 per cent of the total insurance outstanding in United States legal reserve companies.

### Vancouver "Star" Changes to Morning Paper

The publishers of the Vancouver, B. C., *Star*, evening newspaper, following their purchase of the Vancouver *Morning Sun*, have changed their publication to the *Morning Star*. As previously reported, the *Star*, as an evening newspaper, has been taken over by the Vancouver *Sun* and discontinued.

### Appliance Account for Henri, Hurst & McDonald

The Holland Maid Company, Holland, Mich., manufacturer of Holland Maid electric washers and ironers, has appointed Henri, Hurst & McDonald, Chicago advertising agency, to direct its advertising account. A newspaper campaign in the Middle West will be conducted.

### O. M. Roessel Opens Office at Chicago

O. Morgan Roessel has opened an office at Chicago as an advertising and sales counsel. He was formerly a wholesale representative for the Durant Motor Company, Lansing, Mich., and the Chicago Flint Company, Chicago.

## History as a Copy Angle

SHELLY'S LTD.

VANCOUVER, B. C.

Editor of PRINTERS' INK:

We do probably 38 per cent of the bread business in our territory together with a healthy cake business. We are the largest and most consistent advertisers of bakery products in our field. As you know it is increasingly difficult to find new, interesting themes for bread advertising but have advanced and held for ten years the dominant position in our territory as bakers. We are considering running newspaper series of well executed sketches of historical highlights in history of this province with authentic text, both pictures and text by well recognized authority. Occupying the lower quarter of the space will be our signature and brand with small type paragraph outlining the scope and convenience of our bakery service. In your opinion will such a series contribute to good-will and sell bread? Would you cite references in your files describing similar successful campaigns?

SHELLY'S, LTD.

ROY A. HUNTER,  
Advertising Manager.

THIS telegraphic inquiry, which is in line with other telegrams frequently received by PRINTERS' INK, was answered immediately by a return wire, followed by a special delivery letter citing successful historical campaigns and enclosing a list of articles on the subject which have appeared in these columns.

That historical advertising can be used successfully in the baking field is shown by a campaign employed by Freihofer's Bakery, one of the largest baking organizations in Philadelphia. This company has used large newspaper space, making a portion of the copy deal with the history of Philadelphia. For instance, in one advertisement featuring the Spruce Street section of the city, there were shown several old Colonial houses. Under the picture was the caption, "Spruce Street Has Made Its Choice." The copy then told how Freihofer products were being used in this historic section of the city.

Any company which is well established in the trade of a particular territory can make excellent use of historical copy as a builder of good-will. This does not hold true alone of local firms. A company with national distribu-

tion can be just as successful in building on the foundation of history.

The average consumer is story-minded and the history of any country or locality is merely a series of stories. Therefore, historical copy, with interesting pictures, offers an excellent method of gaining attention and of winning good-will.

In acknowledgment of the telegram and letter sent to Mr. Hunter, he wrote the appended letter with its significant postscript.—[Ed. PRINTERS' INK.]

To say that I am pleased at the promptness with which you replied to my wire and the real contribution made both by wire and later by special delivery letter wouldn't express it.

I am delighted.

In all probability we will embark on our historical series during February and expect it to merit a great deal of attention.

During this month, as a light diet after Christmas and also because the idea of ABC blocks has been uppermost in both parents' and kiddies' minds at this time we have been running an ABC series along the popular "strip" line and it has received an unusual amount of commendation from our customers. The first three are enclosed for your information.

ROY A. HUNTER.

P. S. Of three leading advertising magazines similarly addressed you replied most promptly; and only you supplied file references—up to time of writing.

### M. D. Graham with Automotive Equipment Association

M. D. Graham has joined merchandising department of the Automotive Equipment Association, Chicago. He was formerly sales manager of the Mosler Metal Products Company, Mount Vernon, N. Y.

### Collins & Inglis, Inc., New Chicago Engraving Firm

Harry E. Collins and H. P. Inglis have opened a photo-engraving plant at Chicago under the name of Collins & Inglis, Inc. Both men have long been engaged in advertising and engraving work.

### With Ohio Public Utility Committee

F. J. Bollmeyer, formerly with the Cleveland News, has been appointed director of the Ohio Committee on Public Utility Information, Cleveland, succeeding B. E. Ling, resigned.



THIS beautiful card of Harper's Bazar, appearing in the Fifth Avenue coaches, is in gold and black on a velvet background of six different colors. Harper's Bazar believe in sending a good salesman to see a high-class clientele. They are one of the many leading concerns seeking the patronage of coach passengers. Has any advertising medium a more representative "top-notch" group of advertisers than those listed below?

Bonwit Teller & Co.  
W. & J. Sloane  
Knox  
Knabe Ampico  
Coty  
American Bond & Mortgage Co.  
A. Bourjois & Co.  
Cluett Peabody & Co.  
Gotham Silk Hosiery Co.  
Harper's Bazar  
H. J. Heinz  
Julius Kayser Co.  
Queensboro Corp.  
Morosco Theater  
Republic Theater  
Lane Bryant  
C. E. Conover Co.  
Dollar Savings Bank  
S. W. Straus & Co.  
Pepsodent Co.  
Sanka Coffee  
Ovington's

Franklin Simon & Co.  
Steinway  
Stern Brothers  
Flint & Horner  
Gorham Co.  
Roger & Gallet  
Revillon Freres  
Van Raalte  
Vantine  
Wanamaker's  
National City Co.  
National City Bank  
National City Safe Deposit Co.  
D. Appleton & Co.  
Venus Pencils  
Wheatworth Biscuits  
John David—Bruxton Cravats  
Gulden's Mustard  
Jaeger Woolen Shop  
W. A. Taylor & Co.  
The Spur Magazine

Rate Cards and Information Circular will be sent  
on request.

Agency Commission, 15%

Cash Discount, 3%

## JOHN H. LIVINGSTON, JR.

Advertising Space in the Fifth Avenue Coaches.

(The Ten Cent Fare Coaches in which no standing is allowed.)

425 Fifth Avenue, N. Y.

Cal. 0260



*"There's a Difference  
In Farm Papers"*

Successful Farming advertisers stay year after year because they have found it to be the backbone of successful campaigns to the farm field.

More than a Million copies monthly, heavily concentrated in the "Heart States."

## MEREDITH PUBLISHING COMPANY

SUCCESSFUL FARMING - THE DAIRY FARMER  
BETTER HOMES AND GARDENS

F. O. BOHEN, *Advertising Director*

E. T. MEREDITH, *Publisher, Des Moines, Iowa*

# SUCCESSFUL

Chicago Office:  
123 W. Madison St.

New York Office:  
270 Madison Ave.

St. Louis Office:  
Syndicate Trust Bldg.

Des Moines Office:  
Land Bank Bldg.



# Successful Farming Advertisers Stay

"I don't give a darn how much lineage, of this kind or that, you carried last year. How many of the advertisers in your current issue have been with you regularly for the last five years? That's the real test. Most anyone who puts on enough sales pressure can get the 'one timers,' but it's the publication to which they come back year after year that I want to carry my message." That is what a prominent advertiser told one of our boys just recently.

The March issue was just going to press, so we figured it out for him. These important facts will be of interest:

435	advertisers are using Successful Farming for March, 1926		
134	of these used Successful Farming each year during the last five, without a "break"	30.8%	
151	used Successful Farming the last two to four years, inclusive, without a "break"	34.7%	65.5%
70	of the advertisers in the March issue this year began using Successful Farming last year. They, too, are "repeating"	16.1%	81.6%
80	new advertisers this year	18.4%	100.0%

These figures reflect the confidence that more than a million farm families have in Successful Farming; for if they didn't have this confidence, the advertising would not have paid the advertisers as well, and then we would not have made such a good showing.

# UL FARMING

City Office:  
Land Bank Bldg.

Minneapolis Office:  
Palace Bldg.

Western Office:  
Sharon Bldg., San Francisco

Nova Scotia

New Brunswick



Quebec Ontario

Prince Edward Is.

For every dollar you spend in your U. S. campaign spend 10c. in Canada and you will develop a consistent, well-balanced campaign of advertising to 9 million people of the world's greatest consumers of goods and service.

## The Daily Newspapers of Canada

Your agency will give you facts and figures

### Pacific Market

	Population	Newspaper
Vancouver	....175,000	Province
Victoria	..... 60,000	Colonist

### Prairie Market

	Population	Newspaper
Winnipeg	.....280,000	Free Press
Winnipeg	.....280,000	Tribune
Edmonton	.... 70,000	Journal
Lethbridge	.... 15,000	Herald
Calgary	..... 75,000	Herald
Regina	..... 35,000	Leader & Post
Saskatoon	..... 31,000	Phoenix & Star
Moose Jaw	.... 20,000	Times & Herald

### Maritime Market

	Population	Newspaper
Hallifax	..... 75,000	Herald & Mail

### Ontario Market

	Population	Newspaper
Toronto	.....650,000	Globe
Toronto	.....650,000	Telegram
Hamilton	.....121,000	Spectator
London	..... 70,000	Advertiser
London	..... 70,000	Free Press
Kingston	.... 25,000	Whig
Kitchener	.... 30,000	Record
Peterboro	.... 25,000	Examiner
Brockville	.... 12,000	Recorder-Times

### Quebec Market

	Population	Newspaper
Montreal	.....839,000	Gazette
Quebec	.....117,500	Le Soleil (French)
Sherbrooke	.... 25,000	La Tribune (French)

Manitoba

Saskatchewan



British Columbia

Alberta

# Advertising Gives Immigrants Lessons in English

The Tromite Corporation Discovers That Americanization Copy Brings Results

IT is the usual thing for an advertiser in foreign-language publications to take the campaign that is being used in the regular mediums and translate it, using the same layout and text. The Tromite Corporation, of New York, a subsidiary of the Warner Chemical Company, has broken away from this method and is using copy that has a real appeal for these embryo Americans. It is making an effort to help their education and Americanization.

Tromite is a water softener. About two years ago, when the product was introduced, it was found that a considerable volume of its sales was among the foreign element of an Eastern city in which a newspaper campaign had been running. So the company decided to talk to these people in their own language, through foreign-language newspapers. The advertising was successful from the start but, as the market was developed, the company learned more about these people. It learned that they are Americans in the making and that the most important part of this transition from immigrant to American is the acquirement of a speaking knowledge of English.

So a trial campaign was prepared to run in the Polish newspapers of the city in question. A distinct effort was made in this campaign to help in the Americanization of the Poles by giving them lessons in the English language. The layout of all the ad-

vertisements was of the same general form but with varying text. Each one consisted of two parallel columns of copy, one in English and the other in Polish. Each column was a literal translation of the other, word for word and line for line, so far as possible.

NO MATTER WHAT SOAP YOU USE,  
YOU NEED TROMITE, TOO.

NIE WAGLĄD NA TO JAKIEGO MYDŁA USTWICK,  
POTRZEBUJESZ TAKŻE TROMITE.

Every phase of this most disagreeable of all household tasks is made easier and cheaper

—and no more risk of making your hands red and tough.



Każdy krok tego, mało przyjemnego obowiązku w gospodarstwie jest ułatwiony i tańsze dzięki

—i nie ma więcej szansy, iż ręce będą czerwone i szorstkie.

## Your soap bills only half

You need but half the usual soap when you add Tromite to the cleansing water

Because Tromite softens the water just right—and because of its own remarkable cleaning value—you don't have to use so much expensive soap to make the dishes of the weekly wash clean.

It pays for itself two to three times in saving of soap alone. In many parts of house cleaning you actually do not need any soap at all—just a little Tromite in the water. See directions for its many uses on the package—your grocer sells it.



## Wasze wydatki na mydło o połowę mniejsze

Potrąbując połowę ilości mydła używanego przedtem, dodając Tromite do wody czyszczącej.

Ze względu na to, że Tromite doskonałe zmniejsza wodę i—ze względu na sam własne czyszczące właściwości nie potrzebujecie więcej tylko kawałeczka mydła do mycia naczyń lub prania bielizny tygodniowej.

Ono się opłaca dwa i trzy razy tyle ile kosztuje, choćby tylko uzupełnieniem na mydło. W wielu przypadkach w czyszczeniu damskich wózków nie potrzebujecie mydła, tylko trochę Tromite do wody. Na opakowaniu paczki znajdziecie liczne przepisy i sposoby używania Tromite. Wasz grocer sprzedaje

# Tromite

The wonderful NEW cleanser and water softener

Wspaniały NOWY środek do czyszczenia i miękczenia wody.

THE TROMITE CORPORATION, 412 Lexington Avenue, New York City

THE TWO PARALLEL COLUMNS OF TEXT, ONE IN ENGLISH AND THE OTHER IN POLISH, CONSTITUTE A STUDY COURSE FOR IMMIGRANTS

The reader who knows only a few words of English studies this as he would a lesson. He translates back and forth and, perhaps, adds another word or two to his vocabulary. As he studies he also absorbs the story of Tromite, what it is and how it is used. Even the reader who already knows English is apt to translate for practice and of course the one who reads only Polish and does not want to learn English can read the one and leave the other. But, in doing so, he gets the

Tromite message, which, after all, is the thing the company chiefly desires.

The trial campaign has materially increased the sales of Tromite among the Poles, according to C. L. Wells, sales manager of the company. Sales are higher per capita in the Polish district of the one city in which this advertising was run than in any other section of the country.

The 1926 campaign will include foreign language newspapers in about fifteen cities and will use six different languages. These are Italian, Swedish, Jewish, German, Norwegian and, again, Polish. The same type of copy will be used, the parallel columns of English and foreign language text. In addition, all of the company's folders and booklets will be of the same design.

### "Messenger of Sacred Heart" Appoints A. J. Colgan

The *Messenger of the Sacred Heart*, New York, has appointed A. J. Colgan as advertising manager to succeed John A. Murray, whose death was reported last week. Mr. Colgan has been with this publication for the last two years, covering New York and Philadelphia.

### Made Advertising Manager of Concord "Telegram"

Charles A. Poff, for the last five years with the Worcester, Mass., *Telegram-Gazette*, has been appointed advertising manager of the Concord, N. H., *Telegram*.

### Beech-Nut Sales Increase

The Beech-Nut Packing Company, Canajoharie, N. Y., and affiliated companies, Beech-Nut food products, report an increase of 13.7 per cent in sales for 1925, over those of the previous year. Net income, after charges, was \$2,099,243 in 1925.

### Advanced by Natamsa Publishing Company

F. O. Schubert, of the Natamsa Publishing Company, New York, publisher of the *Savings Bank Journal*, has been elected assistant secretary.

### Appoints C. E. Brinckerhoff

The Process Engraving Company, Chicago, has appointed C. E. Brinckerhoff, advertising agency of that city, to direct its advertising account.

## World Motor Vehicle Registration

The Automotive Division of the Bureau of Foreign and Domestic Commerce has compiled a table of world motor vehicle registrations which graphically shows the preponderance of automobile ownership by the United States. There are 20,799,151 passenger cars registered throughout the world. Of these, 17,317,357 are in the United States. In addition to these vehicles there is a total of 3,174,777 buses, trucks and motorcycles registered and approximately one-half of these or 2,682,079, are in use in America. There are 2,220,401 more passenger cars registered this year than last. Trucks have increased 577,718 and motorcycles 275,392.

This drop, from about 80 per cent of the total ownership of passenger cars to less than one-half the ownership of other vehicles by the United States, is caused by the great popularity of motorcycles in Europe. There are 571,552 of these machines in the United Kingdom. Germany has 216,830, and the United States is third with 155,500. Tibet is last with but one motorcycle registered.

The United Kingdom is second on the list of passenger cars with a total of 660,734; Canada with 644,725 is a close third. France has 450,000; Australia 243,000 and Germany 215,150. There are 165,000 pleasure cars registered in Argentina, or over three times as many as its huge neighbor, Brazil. Some other interesting comparisons are, Japan 21,245, and China, 11,200; Italy with 78,000 and Spain with 65,000, and Russia with 18,500 and Poland 18,300.

Australia continues to lead the world markets in American imports of automobiles and parts and accessories. In 1925 that country purchased from this country, 48,631 pleasure cars and 7,549 trucks and buses, with a combined value of \$40,290,000, besides \$3,748,000 worth of parts and accessories. Canadian exports last year to Australia and New Zealand combined, amounted to 17,036 passenger cars, and 6,624 trucks and buses.

### Harry Thorpe Vars Dead

Harry Thorpe Vars, secretary-treasurer of the Foster-Milburn Company, Doan's Kidney Pills, and secretary of the Foster-McClellan Company, both of Buffalo, N. Y., died at Kobe, Japan, last week. He was a past president of the Greater Buffalo Advertising Club. His son, Addison F. Vars, is president of the Remington Advertising Agency, Inc., Buffalo.

### Blue Fox Account for White Agency

The Northland Blue Fox Farms, Manitowoc, Wis., has appointed the Frank B. White Company, Chicago, advertising agency, as sales and advertising counselor. Magazines and direct mail are to be used.

New York for New Yorkers . .  
 Albany for the Capital District  
 But neither insures complete coverage in

## THE MID-HUDSON REGION



The latest A. B. C. Audit Reports of the newspapers circulating in this region impressively disclose the need of intensive sales and advertising effort *right in the Mid-Hudson section itself*, if any real impression is to be made on its 300,000 potential buyers.

Number of Urban Readers		Number of Suburban Readers	
Poughkeepsie Star	N. Y. Eve. Papers	P. Star	Town for town,
8,664	1,504	3,411	the N. Y. Eve.
Newburgh News		N. News	Papers show a
7,753	1,297	3,866	total circulation
Kingston Freeman		K. Freeman	of only
6,650	1,216	1,094	
<u>23,067</u>	<u>4,017</u>	<u>8,371</u>	<u>2,938</u>

Total circulation in the Mid-Hudson Region

Three Dominant Dailies	31,438
N. Y. Evening Papers	<u>6,955</u>

You Miss 24,483 bona fide non-duplicating circulation between New York and Albany, if you fail to include in your lists the Mid-Hudson newspapers. One Contract — One Rate.

**CITIES PAPERS**  
 3 **POUGHKEEPSIE** 3 **STAR**  
 3 **NEWBURGH** 3 **NEWS**  
 3 **KINGSTON** 3 **FREEMAN** 3

It is even more futile to depend on the Albany papers. The Albany evening papers have no circulation in the entire Mid-Hudson Region; while less than 300 copies of the Albany morning and Sunday papers are sold in this area.

Advertisers desiring complete data on this compact, fertile and prosperous community, can obtain same without obligation by writing

**Ingraham-Powers**  
**CHICAGO INC. NEW YORK.**

19 So. La Salle St.

350 Madison Ave.

# Announcing an in

## True Story

On April 1, 1926, a new advertising rate card will be issued effective with the October, 1926, issue.

Until April 1st, advertisers and agents may buy space in TRUE STORY through the June, 1927, issue at the present rates.

<i>Present Rate</i>	<i>New Rate</i>
\$3500. per page	\$4000. per page
2450. per two columns	2800. per two columns
1225. per column	1400. per column
9.00 per line	10.25 per line

Rate cards giving further details will be furnished on request.

**T**HIS rate increase is made necessary because of TRUE STORY'S increase in circulation during the past year. The old rate was based on a circulation guarantee of 1,750,000 copies—this increase is based on a guaranteed circulation of

# 2,000,000

# n increase in rate!

## Macfadden Unit

On April 1, 1926, a new advertising rate card will be issued effective with the October, 1926, issue.

Until April 1st, advertisers and agents may buy space in MACFADDEN UNIT through the June, 1927, issue at the present rates.

<i>Present Rate</i>	<i>New Rate</i>
\$4500. per page	\$5000. per page
3000. per two columns	3350. per two columns
1500. per column	1675. per column
11.00 per line	12.25 per line

Rate cards giving further details will be furnished on request.

**T**HE magazines in the UNIT are TRUE STORY, TRUE ROMANCES, DREAM WORLD, TRUE DETECTIVE MYSTERIES and PICTURES (formerly MOVIE MAGAZINE). This increased rate is based on a guaranteed circulation of

# 2,975,000

**Announcement**  
**New Sunday Paper**  
started February 28th, 1926 in  
**Jacksonville, Florida**  
by the

# **Jacksonville Journal**

With the enlarged facilities of its increased equipment and new building occupied February 1, 1926 and with the greater demands resulting from Florida's well known commercial enterprises and prosperity, the Jacksonville Journal (published every evening since 1887) established a *complete* Sunday morning edition on February 28th, 1926.

The initial issue ran over 24,000 net paid and the future will show consistent gains.

The Sunday rate will be the same as the daily—8c per line flat.

We have abundant assurance of local reader and retailer support to recommend the new Sunday issue immediately for your profitable consideration.

# **Jacksonville Journal**

JOHN H. PERRY, *Publisher*

A. B. C. MEMBER

**Jacksonville, Florida**

Represented by

**E. KATZ SPECIAL ADVERTISING AGENCY**

New York Chicago Detroit Atlanta Kansas City San Francisco



## Practice Before Theory in Merchandising

PUBLIC SERVICE ELECTRIC AND GAS  
COMPANY  
NEWARK, N. J.

Editor of PRINTERS' INK:

We are trying to secure actual facts and information regarding the practices of and results accomplished by large merchandising organizations on the following phases of their business:

Distribution  
Buying  
Handling of Stock  
Selecting and Training of Employees  
Paying of Sales Representatives  
Store Equipment  
Displays  
Sales Policies  
Sales Methods  
Price Policies  
Complaints and Exchange of Goods  
Delivery

Will you be good enough to give me any information that you have on these subjects or give me a list of any publications that you may know of, that will give information on the subjects. Please permit me to reiterate that we are not interested in theories or suppositions, but that what we are trying to collect are actual facts regarding the practices and results obtained by the large merchandising firms throughout the country.

PUBLIC SERVICE ELECTRIC AND GAS  
COMPANY

F. D. PEMBLETON,  
Asst. New Business Agent.

THAT practice and results should take precedence over theory and supposition is exactly the principle on which the PRINTERS' INK Publications have operated since their inception, and there is scarcely an issue of either PRINTERS' INK or PRINTERS' INK MONTHLY which does not give the experiences of important organizations with the very problems which our correspondent mentions. Virtually every article treats of these topics from various angles, since there is no general question of marketing which does not include a merchandising phase. But to summarize our various studies of any one problem would require many pages.

It should be said, however, that though primarily interested in actual experience, the PRINTERS' INK Publications do not ignore the possible value of theory. They have little room for supposition, but they are willing to give occasional space to theories provided

they are suggestive or stimulating. In this respect we are willing to follow the example of the scientists, who in uncovering the most valuable facts, often had nothing to begin with except a reasonable theory.

In citing specific references the PRINTERS' INK Publications often take occasion to warn their readers against the too hasty adoption of formulas or too hasty conclusions; for what may fit one field of business exactly may have to be adapted or modified in its application to another business. A business rarely can be cut to a rigid pattern; it grows and develops as a child or a tree does, and is subject to similar halts, set-backs, triumphs, and contingencies. A business is an individual thing and cannot be expected to follow the exact lines indicated by the procedure of another business, any more than Bill Jones can be expected to have exactly the same experiences in life as Sam Smith. When the cap fits, wear it; but be sure it fits comfortably.—[Ed. PRINTERS' INK.]

### Realty Account for Hanser- Churchill Agency

Daylands, Inc., New York developer of Daytona Heights, Daytona, Fla., has appointed The Hanser-Churchill Agency, Inc., New York advertising agency, to direct its advertising account. Newspapers in the larger cities are being used.

### Burroughs Adding Machine Appoints W. C. Sproull

William C. Sproull has been appointed acting advertising manager of the Burroughs Adding Machine Company, Detroit, Mich. He has been with the company since 1919, recently as advertising representative in Europe.

### J. C. Patterson Joins Cleveland Agency

J. C. Patterson, formerly with The Robert Eschner Advertising Company, Erie, Pa., has been added to the staff of Paul Teas, Inc., Cleveland advertising agency.

### A. B. Tibbetts Joins Butterick

A. B. Tibbetts, for seven years an assistant in the advertising department of the National Lead Company, has resigned to join The Butterick Publishing Company, New York.

# How Would You Write a Salesman—

Who Persistently Neglected Details?

By B. J. Williams

Director of Sales, The Paraffine Companies

MY DEAR MACK:

I have read and re-read a number of times your letter of the 20th in reply to mine of the 17th.

With no thought of being able to get anywhere by correspondence, I am going to take up a few points mentioned in your letter, so that you may be able to think them over, pending an opportunity that I shall avail myself of at an early date to discuss these matters with you personally.

The following from your letter is, to my mind, very significant: "Perhaps I have not dotted all the i's, and crossed all the t's, but I have endeavored to render a service to the Paraffine and you personally, and I do not feel that I have failed."

The boys around the office here have heard me say a hundred times, more or less, in connection with the development of our men, that until a man can be made to see and admit his faults, there is absolutely no hope. This is precedent to any improvement on his part. After all that I have written you during the years regarding this particular fault, even yet you do not realize its importance, nor do you appreciate to what extent it has stood in the way of your advancement. This paragraph from your letter makes this stand out like a billboard; in fact, if you walked down the street with a sign on your back, saying as much, the matter could not be brought out more forcibly.

Now I want to say to you, Mack, and I want to say it just as kindly but as firmly as I know how, that until you realize the importance of these details in your work, you cannot hope to get much farther

than you now are. It is not the importance of "dotting the i's, and crossing the t's"—but there is something vastly greater involved.

It is a little like my attitude toward the matter of reports—a man may go along and for reasons quite beyond his control be unable to do business. The conditions may be such that nobody could secure orders at that particular time and place; but in the matter of sending in his reports, this is absolutely under his own control, and whenever we find a man who is careless in this regard, we are afraid of him, because we fear he will be careless with regard to more important matters. Therefore, it is not the thing itself so much as what it indicates.

Now the same thing is true with reference to you, and your failing in what you are pleased to call "dotting the i's and crossing the t's." I have tried repeatedly, and almost continuously for a dozen years to have you realize the importance of this, but without success.

Now in the more important positions in this company, as in every other, there are many details that require close and careful attention; and it is not reasonable to assume that the man who is careless (as you put it) in "dotting his i's and crossing his t's" can be depended upon to give the necessary attention to these details.

As a matter of fact, I have done almost everything under heaven to cure you of this bad habit; I have criticized you, threatened you, ridiculed you, pleaded with you, instructed you, and about everything else; but with no success. Now, how can you expect me to place you in a position of responsibility where the larger interests of the company are involved, when I am unable to control you in these

Number two of a series of letters written by Mr. Williams to his salesmen. A previous series appeared in *PRINTERS' INK* the latter half of 1924.

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# food



The food editorial material appearing in People's Home Journal is prepared by Emma F. Holloway, a national authority and Supervisor of Institutional Courses, School of Household Science and Arts, Pratt Institute.

Food advertisers have found that a reader interest fostered by this type of editorial material gives them a valuable background in appealing to over 950,000 homes.

PEOPLE'S HOME  
JOURNAL

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smaller matters? This is the point at issue.

If you had been one-half as anxious for advancement as I have been to advance you, and with that you had realized the importance of this matter, I think you would have found some way to cure yourself. Yes—you have been a good field producer, and you are a splendid team worker—and to the limit of the possibilities along these lines, I have given you opportunity.

When it comes to promotions, naturally, every fellow thinks he is equal to the job in prospect; but if you knew how difficult it is for us to get the man for any particular job, that is, the man possessing all of the necessary qualifications, you would know that there was no intended discrimination against you. As to placing a man on trial in some of these larger jobs, there might be one case in a hundred where this could be done, and where it would work out successfully, but as a general rule, it would be nothing less than suicidal.

Before a railroad official permits an engineer to take out an important train, he must know absolutely that that man is qualified in every particular to run the engine; also, that he is acquainted with the road, and is thoroughly familiar with all the regulations, and will abide by them.

Now there are just three things that I want you to keep in mind in considering this entire matter: first, my desire to push you along as far and as fast as possible; second, the very great importance of the matter referred to by yourself as "dotting the i's and crossing the t's"—in other words, the importance of handling all the details of your business carefully and correctly; and third, the necessity of taking *my judgment* in the matter of your ability to handle any particular job. I have no prejudice (except such as might be in your favor, because of my great liking for you, and my desire for your success), while on your own part you would, naturally, be prejudiced regarding your own ability; and since I must take

the responsibility and the consequences, I cannot do other than follow the dictates of my best judgment.

Now as I have said, I want to go into this entire matter with you at the earliest possible date; and in the meantime, I want you to think this over very, very carefully. There is nothing in your letter that would warrant a change in my mind on any particular point referred to in my previous letter. All that you have said about your own work in the field and the co-operation you have given the men is true—and I agree with it most heartily. But all that I have said with reference to your weaknesses, and the consequences thereof, is equally true.

Very sincerely your friend,

B. J. WILLIAMS.

### Everlastik Account for Livermore & Knight Agency

Everlastik, Inc., New York, manufacturer of Everlastik elastic webbing, has appointed the New York office of the Livermore & Knight Company, advertising agency, to direct its advertising account. A campaign on Snugtex, a trimming fabric recently brought out by the Everlastik company, has started. Magazines, business and college papers, and outdoor advertising are being used.

The Ashaway Line & Twine Manufacturing Company, Ashaway, R. I., has also placed its advertising account with the Providence, R. I., office of the Livermore & Knight agency. Business papers, magazines and sporting periodicals will be used.

### New Accounts for Outdoor Advertising Agency

The Cole Manufacturing Company, Chicago, manufacturer of stoves and oil burning equipment, J. A. Folger & Company, San Francisco, producer of Folger's coffee, and the Independent Oil Men of America, have appointed the Chicago office of the Outdoor Advertising Agency of America, Inc., to direct their outdoor advertising.

### W. K. Botsford with Botsford-Constantine

W. K. Botsford, formerly Pacific Coast manager of the American Press Association and later manager of the Western Press Association, San Francisco, has joined the Seattle, Wash., office of the Botsford-Constantine Company, advertising agency.

At the close of today's trading telephone and telegraph flash the closing stock and bond quotations to the Observer-Dispatch. Today these market prices are news, eagerly sought by traders and investors. Tomorrow market news is history.

The daily financial editorial by Stuart P. West supplements the complete financial news service of the Associated Press and the Consolidated News Service, thus giving to the readers of the Observer-Dispatch the most comprehensive financial information to be found in any newspaper in Utica.

*The*  
**Utica Observer-Dispatch**  
Utica, N. Y.

**A GANNETT NEWSPAPER**

*Each the leader in its field*

Elmira Star-Gazette-Advertiser

Elmira Sunday Telegram

Ithaca Journal-News

Newburgh News

Rochester Times-Union

Utica Observer-Dispatch

# Advertising Men ---



Director of The  
New York Telegram  
Food Bureau

*Below Are Excerpts From Eight Recent Letters to Miss Bobb, Director of Telegram Food Bureau, Commending a Current Feature*

"It should have a wide reader interest"... Everett R. Smith,  
*The Fuller Brush Company*

"...Will naturally result in more advertising from food manufacturers"... Charles C. Green,  
*Charles C. Green Advertising Agency, Inc.*

"It ought to be widely read"  
... F. E. Nixon,  
*Federal Advertising Agency, Inc.*

"My advice to food manufacturers is to keep a sharp eye on The Telegram Food Bureau"... William H. Rankin,  
*Wm. H. Rankin Company*

"It's a big feature... Cannot help but be a success"...  
C. S. McKinstry,  
*Robert M. McMullen Company*

"...Most helpful to the public, as well as to the advertisers of food products"... D. G. Evans,  
*Evans, Kip & Hackett, Inc.*

"... We have elected to use The Telegram for the advertising of food products"... G. E. Harris,  
*The Dauchy Company*

"... Feel sure this feature will secure a great deal of attention from housewives"... Edwin O. Perrin,  
*Olmstead, Perrin & Leffingwell, Inc.*

# Heartily Endorse

## The New York Telegram

# Food Bureau

HERE are letters that prove it—impressive evidence that advertising men, who have extensive experience in the advertising and merchandising of foods and other products of direct feminine appeal, are coming more and more to recognize the value of The New York Telegram's ably conducted Food Bureau and wonderfully complete 2-page Household Section.

The Telegram is the market-place where the FOOD BUYERS go. And in getting buying action for Telegram food advertisers, it goes to great lengths to keep its readers keenly interested.

Thousands of letters received during the past few months show the vital grip that The Telegram's Household Section has on New York women, and amply justify The Telegram as a productive medium for food-product manufacturers.

Put The Telegram on your 1926 list. It logically belongs there.

**PUBLICATION OFFICE:** Telegram Square, New York  
National Advertising Dept., Dan A. Carroll, 110 E. 42nd St., New York  
Western Representative, Harry D. Bean, 208 So. La Salle St., Chicago  
Boston Office: 540 Old South Bldg.

Here's A Real Test—Let Us Send Your Wife Copies  
Of The Favorite Recipes Of Famous Women  
That Have Appeared So Far In The Telegram's  
Household Section . . . Let's Put It Up To The Buyer!

# A GOODLY COMPANY!

## Ask Them Why They Use It

The following are regular full page advertisers in  
SOUTHERN AUTOMOTIVE DEALER

- |                                      |   |
|--------------------------------------|---|
| Albertson & Co.                      | Kentucky-Oxygen Hydrogen Co.              |
| American Chain Co.                   | King Quality Products, Inc.               |
| American Flatlite Co.                | H. D. Lee Mercantile Co.                  |
| American Hammered Piston Ring Co.    | Lincoln Mfg. Co.                          |
| Apco Mfg. Co.                        | Lincoln Products Co.                      |
| Arrow Head Steel Products Co.        | Litter Piston Mfg. Co.                    |
| Automotive Maintenance Machinery Co. | David Lupton's Sons Co.                   |
| Bell Mfg. Co.                        | Marquette Mfg. Co.                        |
| Blackhawk Mfg. Co.                   | McDonald-Klein Co.                        |
| Bock Bearing Co.                     | Motor Suit Mfg. Co.                       |
| Bonney Forge & Tool Works            | Multibestos Co.                           |
| Brewer-Titchener Corp.               | Murray Rubber Co.                         |
| Brookins Mfg. Co.                    | Nash Motors Co.                           |
| Brunner Mfg. Co.                     | National Carbon Co.                       |
| Chevrolet Motor Co.                  | National Lamp Works                       |
| Chicago Roller Skate Co.             | National Twin High Transmission Sales Co. |
| Chrysler Sales Corp.                 | Norlipp Co.                               |
| Continental Piston Ring Co.          | Oakland Motor Car Co.                     |
| Corcoran Mfg. Co.                    | Piston Ring Co.                           |
| Dixie Culvert & Metal Co.            | Price-Hollister Co.                       |
| Durant Motors, Inc.                  | Ramsey Accessories Mfg. Corp.             |
| Eastern Tube & Tool Co.              | Reo Motor Car Co.                         |
| Eaton Bumper & Spring Co.            | Shaler Co., C. A.                         |
| Edison Lamp Works                    | Southern Bearing and Parts Co.            |
| Elite Mfg. Co.                       | Stanley Co., John T.                      |
| Empire Tire & Rubber Co.             | Staynew Filter Corp.                      |
| Essex Motors                         | Stewart Motor Corp.                       |
| Farran-Old Co.                       | Stewart-Warner Speedometer Corp.          |
| Fulton Co., The                      | Thermoid Rubber Co.                       |
| Gemco Mfg. Co.                       | Thomas Mfg. Co., W. H.                    |
| General Tire & Rubber Co.            | Thomson Mfg. Co.                          |
| Guide Motor Lamp Mfg. Co.            | Tide Water Oil Sales Corp.                |
| Hall Mfg. Co.                        | Timken Roller Bearing Co.                 |
| Hatcher Co., A. S.                   | Tuthill Spring Co.                        |
| Hayes Wheel Co.                      | U. S. Electrical Tool Co.                 |
| Hinkley Motors, Inc.                 | Walker Mfg. Co.                           |
| Holmes Co., Ernest                   | Warford Corp.                             |
| Houde Engineering Corp.              | Weaver Mfg. Co.                           |
| Hudson Motor Car Co.                 | Westinghouse Union Battery Co.            |
| Indiana Piston Ring Co.              | Wilkening Mfg. Co.                        |
| Irving Engineering Co.               | Williams Bros. Aircraft Corp.             |
| Kant-Skore Piston Co.                | Willys-Overland, Inc.                     |
|                                      | Zenith-Detroit Corp.                      |

Based on February, 1926, issue.

Talk it over with us—developing Southern sales is our distinctive service.

## SOUTHERN AUTOMOTIVE DEALER

GRANT BUILDING ATLANTA, GA.

Published by W. R. C. Smith Publishing Co.

Also Publishers of COTTON, SOUTHERN POWER JOURNAL, SOUTHERN  
HARDWARE, ELECTRICAL SOUTH



# Answering Dealers with the Advertising "Gimmes"

How to Reply to Dealers Who Ask for Unreasonable Advertising Allowances

By Mac Harlan

Advertising Manager, Rollins Hosiery Mills

THERE are few subjects that will get more complete attention when discussed among a group of advertising and sales managers than the problem of handling the dealer who asks for unreasonable advertising allowances. The advertising manager who is daily beset with these "gimme" demands (and what A. M. is not?) finds it necessary to erect a bullet-proof defense that will protect the advertising budget and convince the merchant and customer that he is making requests or demands with which it would be suicidal to comply.

Before such a defense can be made, however, the advertising manager must have a very well-defined house policy in regard to just how far his concern wants to go in meeting such demands. Such a policy should be worked out in conjunction with other interested officials so that they may feel the responsibility of backing up the advertising manager whenever it falls to their lot to do so. Without a policy to which he can refer, the advertising manager is constantly beset with demands which he may feel obligated to meet, with the result that huge holes are eaten in his advertising appropriation; large sums that should have been spent in more fruitful ways are wasted.

While it is important that a manager have a general policy to which he can refer and adhere, that policy should be sufficiently elastic to permit the handling of each incident on its individual merits. No request from a good customer should ever be turned down without a study of the case in order to bring out all of the facts which should be considered before an answer is given. It is almost as fatal arbitrarily to re-

fuse each and every request as it is to accede to every demand. Such a policy might mean the loss of an amount of business that would more than offset any saving effected. It is very easy to lose the good-will of a customer whose requests are curtly refused, and such a loss cannot be computed in dollars and cents.

Of the many forms in which special allowance demands are made, there is one which is probably more persistent than any other. That is the request to take space in special pages or special editions of local newspapers. We answer these requests with a letter of this sort:

Dear Sir:

As much as we would like to go into the many special advertising propositions which are offered to us from every source, it is a financial impossibility to do so. Therefore, as you can readily understand, we must have certain policies in regard to our advertising expenditures which must be carefully followed. Although one case may appear to have much more merit than another, we feel that if we were to give co-operation to one we would have to give it to all. We have, therefore, found it necessary to stay out of all special propositions.

Our appropriation for 1925 has been budgeted in such a manner that it will be impossible for us to take space in....

Please don't misunderstand our motives. It is not a matter of discrimination at all—simply that of having a rule and being forced to follow it.

We are sincerely appreciative of your position in the matter and are sure you will agree that we have done the only thing possible under the circumstances.

A common form of mild graft is that practiced by Ladies' Aid Societies, fraternal groups and clubs of one kind or another, which secure the consent of a local merchant to use his name in writing to all of the manufacturers from whom he buys goods requesting advertising donations of one kind or another. The average of such requests coming over my

desk runs from three to six a day. If we attempted to meet many such requests, the sums involved would be enormous. We make it a rule not to reply to such requests. Usually, these letters are broadcast to from twenty to 100 different manufacturers and jobbers and we are likely to be more involved by writing a refusal than we are by ignoring such requests.

County fair program committees and committees of other show organizations who ask merchants to advertise in their sheets offer a very common source of trouble. These requests, as a rule, should meet with almost 100 per cent refusal. If the refusal is tactfully worded, it is seldom that a fair-minded merchant will take offence, for he realizes that it is not good business for a manufacturer to spend money on such so-called advertising.

In nearly every town of any size there are one or more high schools which get out annuals or year books. Of course, the local retailer is expected to buy advertising space in such publications. Most merchants stand such an expense themselves, but once in a while they call on sources of supply for a donation to cover part of the cost. The policy of a house should definitely preclude the purchase of advertising space in publications of this kind as, with few exceptions, the possible returns from such advertising are seldom worth any part of the cost.

One of our services to merchants is to supply certain types of advertising novelties at cost or less. Knowing that we have such a service, many merchants write in and ask us to supply such novelties free of charge, pleading that they deserve special co-operation at no cost to themselves. There are times, of course, when it will be necessary to supply these novelties free, but the advertising manager must be sure that the novelties will be used in such a way as to be of special aid to the sale of his merchandise. Very often, a tactful letter will prove to a merchant that it is only fair that he should pay at least part of the cost of the novelties.

Then, there is the problem of what to tell the merchant who writes his source of supply asking for payment of all or part of the cost of some of his regular newspaper advertising. It is well to have this subject covered as fully as possible in the detailed policy of the advertising department. Nevertheless, it is necessary to study each case individually before reaching any decision in the matter. When we must turn down a request of this sort, we write as follows:

Dear Sir:

Your letter of ..... is a little unusual, but nevertheless we are glad you wrote it because we are anxious to have you know our policy as well as the policy of most large manufacturers in regard to the matter you bring up.

You can readily understand how it is impossible for us to stand even part of the cost of a merchant's local advertising so far as paying for the space is concerned. The profit in the business of manufacturing hosiery simply won't allow such an expenditure. Although you may say it wouldn't amount to so much in a year so far as you are concerned, yet if we did that for each of the 15,000 merchants who carry Rollins Hosiery you can readily see how all of our profits would be more than eaten up and that we would soon have to go out of business.

To merchants who handle our hosiery we do give every co-operation within reason, and we will be glad at all times to furnish cuts and mats to be used in your local advertising, and folders, display cards, counter signs and other material for you to use in keeping Rollins Hosiery before the people who enter your store.

The service that we offer is announced every month in our advertising help sheet which you will find with Rollins News.

We appreciate very much the business that you are giving us and hope to have the pleasure of serving you for many more years to come.

There is still another common source of waste which very few advertising departments are careful to watch. In every mail, there will be requests from dealers asking for excessive quantities of dealer-help material. Sometimes, a merchant has a perfectly good reason for asking for an extra large quantity of such material, but more often he makes his requests larger than need be simply because the stuff is free. We make it a rule to look into requests for unusually large amounts of any piece of dealer-help material, sometimes

## READER INFLUENCE AND RESPONSIVENESS

THE Financial World is more than a publication—it is a service.

Readers of The Financial World have for many years depended upon it for guidance in their personal investments. It has served them faithfully and therefore its influence is powerful.

For 23 years it has been making and saving money for them. Requests at the rate of 30,000 yearly come from subscribers for advice or information on this or that investment security or the trend of certain lines of business which are answered confidentially by mail.

Advertisers in The Financial World are assured a high degree of reader responsiveness, because of The Financial World's unequalled prestige in its field.

*For further information address*

*The*  
**FINANCIAL WORLD**

*America's Investment Weekly*

53 PARK PLACE, NEW YORK CITY

Established 1902

Member A. B. C.

*"A Complete Investment Service for Ten Dollars"*

even going so far as to ask the dealer to what particular use he expects to put such material. Such inquiries are seldom made, however, unless the dealer does so little business that it is obviously impossible for him to make good use of all the material for which he has asked.

From time to time, we have requests to send a factory representative or salesman to a merchant's store for a "Demonstration Day," or to his town to conduct a booth at his county fair, or some other public event. Whenever we find it possible to do this, and the population and possible business of the community warrants it, we try to take care of these requests. If a merchant will go to the expense of erecting a booth and paying for the space, we feel that it is reasonable for us to furnish a skilled representative who can present our line to his public. Very often the location of the dealer is such that we cannot send anyone, or it may be that persons who can do the work are not available. We believe, however, that wherever possible, it is well to render this type of co-operation.

Oftentimes, a merchant will want a manufacturer to put in a special booth showing the manufacturer's product. These booths are usually erected at county fairs, street fairs, industrial shows, and various other types of exhibits. As a rule, it is not good business for the manufacturer to stand all the cost of such a booth. Very often it may not be reasonable to stand any of the cost, but seldom is it good business to stand more than half the cost. As a rule, we find that a merchant is satisfied if we will loan him the material with which to decorate his booth and supply a reasonable quantity of advertising novelties for him to hand out. He is usually willing to take care of the actual work of decorating the booth and paying for the space.

Nearly every manufacturer has on hand some high-priced advertising material which he does not feel that he can give away, yet which he is glad to loan to a merchant for special occasions, such as to be used in decorating dis-

play booths, parade floats, special window or counter displays, introductory sales, etc. We make it a practice to loan the merchant anything that we have on hand, sending it to him on memorandum charge and cancelling the charge when the material is returned to us in good condition.

No matter what the nature of the request, if it is found impossible to meet it fully, the letter of refusal must be most carefully prepared. It is not safe to leave these important letters to routine correspondents. The department head should handle the answer or he should prepare a form letter which can be used to make uniform answers where there are many requests of a similar nature. At any rate, much thought should be given to the wording of the letter so as not to arouse any bitterness. It must be remembered that the good-will of the merchant and possibly the retention of his account is involved and a letter must be so worded as never to give offence.

When it is necessary to make a refusal, don't hesitate to tell the merchant exactly why the refusal is made. Lay all the facts before him. If the business that he has given you does not warrant the allowance that he has asked, tell him so and tell him exactly why. Tell him, for instance, that the profit on the business that he has given you does not warrant you in extending to him such co-operation as he has requested, the cost of which would probably eat up all profits on the business that he has given your firm over a long period of time. We have found this letter effective:

Dear Sir:

This is to answer your letter asking us to make you an allowance for some special newspaper advertising.

So far this year our records show that we have actually shipped you hosiery amounting to \$..... I don't mind telling you that the net profit in the hosiery manufacturing business is so small that it will hardly run over .... per cent. You can readily see, therefore, that in asking us to allow you \$..... for advertising you have asked us for more than the net profit on the business that you have given us so far during 1925. We are simply laying these facts before you in order that

(Continued on page 137)

# You who have heard of Dallas' prosperity— hark to the market-master!

**WM. WRIGLEY JR. COMPANY**

WRIGLEY BUILDING  
400 NORTH MICHIGAN AVE.

OFFICE OF  
CHAIRMAN OF THE BOARD

CHICAGO February 4th,  
1926.

Mr. G. B. Dealey, Pres't.  
A. H. Belo & Company,  
Dallas, Texas.

Dear Sir:

The Dallas News was on our first list for newspaper advertising and has been used on every schedule since.

The Evening Journal has been used by us since its first issue.

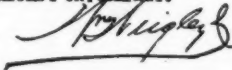
The Semi-Weekly Farm News is also used regularly with the advertising of Wrigley's Chewing Gum.

This long continued and consistent use of your publications seem to us the best evidence we can offer of our successful and satisfactory results from them in winning Texas to the use of Wrigley's "After Every Meal."

Wishing you continued success,

Yours very truly,

WM. WRIGLEY JR. COMPANY.



The News and The Journal may be bought by advertisers (but never by subscribers) at a special combination rate.

## The Dallas Morning News

# COLUMBIA

*The Largest Catholic Magazine in the World*

Net paid circulation

757,443

A. B. C. Audit



Our re  
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Returns from a questionnaire mailed to subscribers show that COLUMBIA has more than two and one-half million readers, grouped thus:

Men .....	1,211,908
Women .....	1,060,420
Boys under 18.....	249,980
Girls under 18.....	244,336
<b>TOTAL.....</b>	<b>2,766,644</b>

# Young! Prosperous! Responsive!

Our recent questionnaire investigation showed that 75% of COLUMBIA'S subscribers are under 45 years of age. More than one-third are in the group of from 25 to 35 years. Yet 55% own their homes and 60% own automobiles.

That highly desirable combination of youth and prosperity, therefore, forms an important element in COLUMBIA'S audience of more than three-quarters of a million families.

Active, responsive readers—*over two and one-half million of them*—ready buyers of the things they want, and loyal to the magazine they read.

## The Knights of Columbus

*Publish, Print and Circulate COLUMBIA from their own printing plant at New Haven, Connecticut*

*Eastern Office:*

D. J. GILLESPIE, Adv. Director  
25 West 43rd Street, New York City

*Western Office:*

J. F. JENKINS, Western Manager  
134 South LaSalle Street, Chicago, Ill.

## More Searching Than An Income Tax Blank

**H**ARDWARE Retailers in all parts of the United States are now mailing N. R. H. A. Store Management Service the facts about their business experience in 1925.

They answer a questionnaire more searching than an income tax blank. They have confidence, and interest, in their Association. And experience has shown they will get back information of great value.

Each return is carefully audited. Those that stand the accuracy test—more than are obtained by any organization making cost studies for other trades—are compiled in the N. R. H. A. Hardware Survey.

Each member gets a copy—a fifty page book, arranged so any hardware retailer may know the average experiences of retailers similarly situated and with comparable sales volume.

This single Association Service cost \$10,000 a year, but is widely appreciated and serves as a helpful guide to hardware retailers in operating their business.

That manufacturers, wholesalers and advertising agencies regard the Survey as valuable is indicated by the increasing number of requests for copies each year. If you have not received previous studies send us your name for a copy of the 1926 edition, out in June. You will find it interesting and helpful.

**National Retail Hardware Association**  
INDIANAPOLIS



### Hardware Retailer

official publication of this Association, supplies the funds which make possible this study and necessary follow-up work. And the facts thus obtained furnish the basis for constructive editorial material by which **HARDWARE RETAILER** is guiding its more than 22,000 paid *retailer* subscribers to better business methods.

MEMBER A. B. C.



you may determine for yourself whether or not you believe it would be good business for us to allow you an amount which is more than the profit on the business you have given us so far this year.

You can readily see that if a concern is sending us a large volume of business, say \$..... a year or more, we can readily afford to allow them small amounts for co-operation of the kind that you request. But for the merchant who is handling less than \$..... a year of our hosiery, it would seem to be very poor business to make the allowance you request.

We do not believe that you will construe our attitude as unfriendly in the least, as we are, of course, particularly anxious to retain your business and, above all, do not wish to lose your friendship. But we are only telling you these things in order that you may think the matter over in the light of the additional facts that we have brought out.

May we hear from you again soon?

But if you are going to give a merchant the co-operation he desires, give it wholeheartedly. It is better to make an utter refusal than to say that you are meeting his desires but are doing so against your best judgment, or words to that effect. Go all the way or not at all.

A great many times the dealer who makes unreasonable requests knows that they are unreasonable and is not at all put out if he receives a turn-down. On the other hand, there are some merchants who expect most anything that they ask for and immediately flare up if they receive a refusal. As a last resort, when a merchant writes back in anger, threatening to discontinue doing business with your firm, the whole matter should be turned over to the president or the general manager. Ask him to dictate a reply that will back up the advertising manager, and, at the same time, smooth over the wrath of the customer. If a high official writes such a customer solidly backing up the stand taken by the advertising manager, the customer, in nine cases out of ten, will be satisfied. This is the way we have handled these difficulties for several years, during which time we have not lost a customer, so far as we can trace, by our refusal to grant an unreasonable advertising allowance. In some cases, we have gone so far as to

send a personal representative to overcome difficult situations. These trips have always succeeded.

### New Accounts for Sherman & Lebaire Agency

Peierls, Buhler & Company, New York, factors and merchandising consellers, have appointed Sherman & Lebaire, Inc., advertising agency, also of New York, to direct their advertising. Newspapers and business and financial papers will be used.

The Murphy-Gorman Company, Danbury, Conn., manufacturer of Emerson hats for men, has also placed its advertising account with this agency. Newspapers will be used for this account.

### Spartanburg, S. C., Chamber of Commerce to Advertise

The Chamber of Commerce of Spartanburg, S. C., will conduct an advertising campaign to attract textile industries, jobbing and distributing organizations, to that city. The Green & VanSant Company, Baltimore, Md., advertising agency, will direct this campaign, which will make use of newspapers, business papers and direct mail.

### Appoints W. I. Tracy Agency

Angell Games, Inc., New York, maker of the Angell indoor golf game, has appointed W. I. Tracy, Inc., advertising agency of that city, to direct its advertising account. Magazines will be used. The Magid Bros. Silk Company, New York, manufacturer of Magdeen silk, has also placed its advertising account with this agency, and will use newspapers and business papers.

### Toledo Agency Changes Name

The name of The Stalker Advertising Company, Toledo, Ohio, has been changed to The Stalker-Ewell Company. R. G. Ewell, formerly advertising manager of The Wayne Tank & Pump Company, Fort Wayne, Ind., has become a member of the firm.

### Joins Belber Trunk & Bag Company

S. R. Robinson, recently advertising manager of Schramm, Inc., West Chester, Pa., has joined The Belber Trunk & Bag Company, Philadelphia, as assistant to sales and advertising manager.

### Miami "Herald" Appoints Frank Daly

Frank Daly, former advertising manager of the Miami News, has joined the sales force of the Miami Herald. He will have charge of feature page advertising.

## Harvard Awards in Experimental Stage

The Harvard Business School Which Administers the Awards Is Experimenting to Discover the Most Effective Methods of Carrying Out the Wishes of the Founder

THE Harvard Advertising Awards, which have now entered upon their third year, are still in an experimental stage and will be for some time to come. This report on the progress of the awards was made by Dean W. B. Donham, of the Harvard Business School, which is administering these awards, at a dinner which was given last week in honor of the 1925 winners.

"We are trying to get grouped together those who are especially interested in the awards," said Dean Donham. "We are experimenting with various ways of finding how most effectively to accomplish the major objectives which the founder had in mind. Those of us in the University who have been interested in them during the last two years have been endeavoring to find out how to bring the awards before the business community and the advertising community in such a manner as most effectively to raise the standards of advertising, to reduce waste in advertising and bring out most strongly the educational features which exist in advertising. We have been aware of the fact that the series of awards would meet with prejudice if the awards did not go right. We hope through the existence of the awards to create a more effective use of advertising as a tool in influencing people and lessening the possibilities of extraordinary waste which advertising inflicts on the advertising community."

Bruce Barton, who was a member of the 1925 jury, briefly reviewed the work of the jury in arriving at its selections. He said he was much impressed with the general character of the exhibits

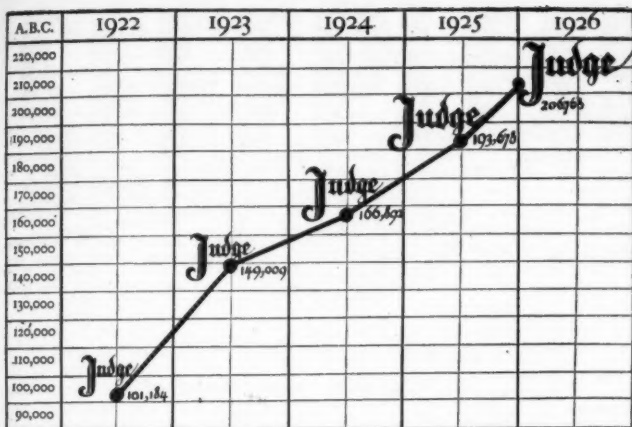
submitted. Not all the good work in advertising was presented, he said, but a sufficient cross section was represented. "The briefs which I examined left me with a high respect for the conscientious care which is being put into planning the expenditure of advertising appropriations," Mr. Barton said.

At the request of Dean Donham, Professor George Burton Hotchkiss undertook to answer the question, "Is Advertising a Profession?" He gave it as his opinion that advertising cannot be regarded as a profession but that there are many men in it who have professional ideals. At this point, he referred to the work of Earnest Elmo Calkins, whom Professor Hotchkiss suggested to the Harvard Business School for the gold medal, and who received this award for distinguished personal service in advertising.

Mr. Calkins, who was present with Mrs. Calkins, expressed his appreciation of the honor bestowed upon him and said that he believed it was more than personal recognition, that he was fortunate in being picked out to receive an award which really typified recognition of those who have taken a responsible part in the progress of advertising.

He described his feelings by relating an anecdote concerning George P. Rowell. "Twenty-five years ago," he said, "Mr. Rowell was ending his career as I was beginning mine. He was given a dinner. I called upon him and he said that there never was anything in his history that meant so much to him as the fact that 500 men would pay \$10 a plate to take dinner with him." Mr. Calkins also related an incident in the life of Cato who, when asked why he had no statue, replied that he would rather have friends who would ask him that question. "It is true," said Mr. Calkins, "that I have not heard anyone ask, 'Why hasn't Calkins got a medal?' But then I am deaf."

Following Mr. Calkins' address, Dean Donham made the presentation of the other awards to the



## 200,000 now buy Judge how many read it?

A number of observation tests and questionnaires, conducted by the owners, showed more than ten readers a copy.

By way of check-up, we asked 5,042 different people, who sent in manuscripts and sketches, how they happened to meet Judge. Nine out of ten said they had *borrowed* it. Then we asked 4,525 subscribers how many people read their copy of Judge. The answer averaged 19.7 readers a copy.

The rates for advertising take no account of the two million—more or less—*extra* readers of Judge.

Line	\$ 2	Page	\$ 750
Column	250	Inside Covers	1,000
Double column	500	Back Cover	1,500

# Judge

Management of

**E. R. Crowe & Company, Inc.**

New York

Established 1922

Chicago

winners or their representatives as follows:

Raymond Rubicam, for Young & Rubicam, Inc., and the Postum Cereal Company; Thomas L. L. Ryan, Pedlar & Ryan, Inc.; Milton Towne, for the Joseph Richards Company; Merle Thorpe, *The Nation's Business*; Mrs. Erma Perham Proetz, of the Gardner Advertising Company; H. G. Weaver, of the General Motors Corporation, and W. H. Marsh, for Willard D. Humphrey, of McKinney, Marsh & Cushing, Inc., Detroit.

### New Accounts for L. Jay Hannah Agency

The Milwaukee Corrugating Company, Milwaukee, the Cutler Shoe Company, Chicago; W. L. Plew & Company, Des Plaines, Ill., and the New York Charlotte Russe Company, Chicago, have appointed L. Jay Hannah & Company, Inc., Chicago advertising agency, to direct their advertising accounts.

### W. J. Burgess with Dan A. Carroll

William J. Burgess has joined the advertising staff of Dan A. Carroll, publishers' representative, New York. He had been a member of the local advertising staff of the New York *Telegram* and will work on national accounts for that paper in his new position.

### A. K. Fox with the Buchen Agency

Arthur K. Fox has joined The Buchen Company, Chicago advertising agency. He formerly was advertising manager of the Garford Motor Truck Company, Lima, Ohio. Prior to that time he had been with William N. Albee & Company, Detroit.

### St. Joseph, Mo., "Gazette" Sold

The St. Joseph, Mo., *Gazette* was sold last week at a trustee's sale to F. L. Ford, president of the First National Bank and of the First Trust Company, both of that city. Mr. Ford announced that the paper would shortly be re-sold.

### Advanced by Boston "Herald" and "Traveler"

W. W. Paine, who has been with the advertising staff of the Boston *Herald* and *Traveler*, has been advanced to the position of advertising manager.

## The Apex of Standardization

EARL A. PIVAN COMPANY  
DENVER, COLO.

Editor of PRINTERS' INK:

In endeavoring to find some old issue of PRINTERS' INK which was missing from my files, I recently went to our public library. I found that the library discontinued binding PRINTERS' INK in 1921 and keeps on hand unbound copies for several months after which they are discarded. The MONTHLY is being bound and kept.

I wrote the library and in reply received the enclosed letter from the library which I will be glad to have you look over and return to me with any comments you care to make.

EARL A. PIVAN COMPANY  
EARL A. PIVAN.

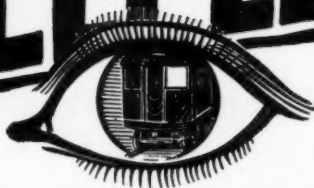
THE chief objection offered by the library, according to its letter to Mr. Pivan, was that PRINTERS' INK is of an inconvenient size and occupies too much shelf width in relation to shelf height.

This would seem to be pretty nearly zero as sound objection. After all, a library shelf is only of value for what it holds and wasted shelf height is of a lot less importance to the user of the library than the fact that he cannot get a reference book to which he very much desires to refer. A rigid use of a shelf height standard could very easily cause the removal of Webster's Dictionary or the Encyclopedia Britannica if these two works should not happen to fit in the desired number of square inches. Fortunately this is the first objection that a library has offered to PRINTERS' INK as a waster of shelf space. Most libraries consider its presence a distinct asset regardless of the size.

More and more advertisers and advertising agents are doing as Mr. Pivan does and maintaining permanent files of PRINTERS' INK and PRINTERS' INK MONTHLY in their own offices. This is the only satisfactory method of being sure that you have at hand, at all times, two of the really essential tools of advertising.—[Ed. PRINTERS' INK.]

The Southeastern Master Printers' Federation will hold its eighth annual convention at New Orleans from April 12 to 14.

# SLEEPLESS



## On the Routes of Sleepless Salesmen

Adjacent to the routes of Sleepless Salesmen (Chicago Elevated Car Cards and Posters) are the desirable retail locations of Chicago, including—

- 10,279 Retail Grocers & Delicatessens
- 1,784 Retail Drug Stores
- 1,466 Retail Dry Goods Stores
- 102 Department Stores
- 3,130 Confectionery Stores
- 4,613 Retail Cigar Stores

Around each of the 207 stations of the Chicago Elevated System—these progressive retailers have congregated. Each station is the hub of a thriving community—a Main street.

Here are located the retail outlets of Advertised Merchandise.

The million-a-day riders of the Chicago Elevated who alight at these stations have spent 22 minutes with Sleepless Salesmen.

With the sales message fresh in their minds they descend to

the foot of the stairs—and whether they turn to the right or the left—must pass a retail outlet for Elevated Advertised Products.

The SHORT LAPSE between the SELLING SUGGESTION and the OPPORTUNITY to BUY—is a powerful factor in speeding sales in Chicago.

More than fifty leading manufacturers—users of Sleepless Salesmen—testify to its effectiveness.

## CHICAGO ELEVATED ADVERTISING CO.

509 South Franklin Street  
Chicago, Illinois

# SALESMEN

# Is selling the one of your

*Successful Boston retailers prove the existence of a key market upon which to concentrate advertising*

*BOSTON* seems to be a city with a shopping radius of at least 30 miles.

It actually is a city with only a 12-mile shopping area.

This fact the Boston Globe discovered in a recent investigation of Boston. It discovered that despite a dense, rich population making almost an unbroken city for 30 miles around City Hall, Boston department stores make 74 per cent of their package deliveries to customers living within 12 miles.

They obtain 64 per cent of their charge accounts within this same 12-mile area.

Estimates from some authoritative sources credited as high as 90 per cent of all business volume to the population living within 12 miles.

## *The Globe concentrates upon Boston's key market*

That population numbers 1,700,000.

It forms two-thirds of all the population living within 30 miles of Boston.

It is rich—with an average per capita wealth of about \$2,000.

Here, within this 12-mile area, the Sunday Globe has the largest newspaper circulation in Boston. This is the Globe's market. Daily and Sunday the Globe delivers an

almost equal volume directed against this key retail trading area.

And because of this uniform seven-day concentration upon the key market the Globe carries Sunday as much department store lineage as the other three Boston Sunday newspapers combined.

During 1925 the Globe had daily a commanding lead in department store space.

That is only logical. These Boston stores know their market in great detail. Their sales figures must reflect the Globe's concentration upon the most representative homes. And so the stores use the Globe first.

## *Concentrate your advertising through the Globe*

Always the sound plan is: *Cover the key market first and heaviest. Command this and you will ultimately command all.*

The Globe offers every advertiser this command of Boston's key market.

No, Boston is not peculiar—not different from other cities. It seems different only because a habit has grown up of thinking loosely of Boston's buying habits—of claiming for Boston a trading area based entirely upon what people *might* do instead of upon what they *actually* do.

If you will accept the evidence of faith which Boston department stores have in the 12-mile Boston key market you will see why the Globe is Boston.

TOTAL NET PAID CIRCULATION IS  
279,461 Daily 326,532 Sunday

It is pretty generally true in all cities with large suburban population that, in the metropolitan area, when the Sunday circulation is practically the same or greater than the daily circulation, there is proof of a real seven-day reader interest with a minimum of casual readers of the commuting type.

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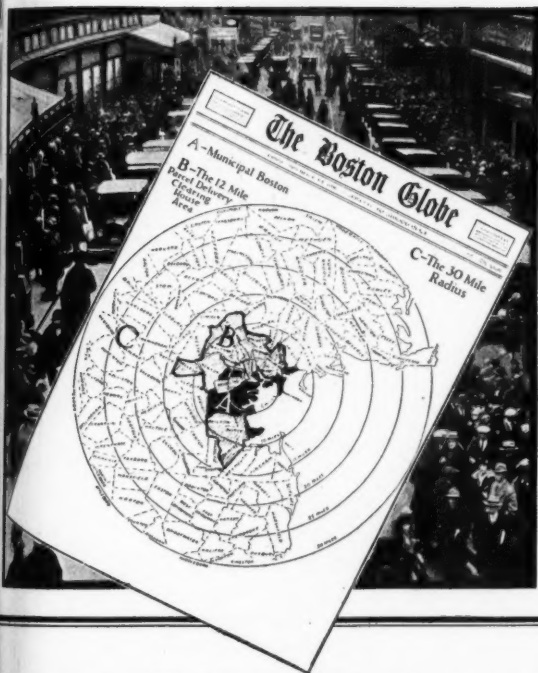
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In the area A and B, Boston's 12-mile trading area, are

44% of department store charge accounts  
74% of all department store package deliveries  
41% of all grocery stores  
87% of all drug stores

60% of all hardware stores  
57% of all dry goods stores  
55% of all furniture stores  
46% of all automobile dealers and garages

Here the Sunday Globe delivers 34,367 more copies than the next Boston Sunday newspaper. The Globe concentrates —  
199,392 daily — 176,479 Sunday.

## The Boston Globe

*The Globe sells Boston*



**Charles Daniel Frey**  
*Advertising*

INCORPORATED

30  
North Michigan Avenue  
Chicago, Illinois



CLIENTS

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*Crane Co.*  
*The Simmons Company*  
*The Chicago Tribune*  
*S. Karpen & Bros.*  
*The Atlas Portland Cement Company*  
*United States Radiator Corporation*

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MAGAZINE  
NEWSPAPER  
OUTDOOR  
DIRECT MAIL



# Indirect Campaign Sells Scientific Apparatus to Doctors .

W. A. Baum Company Educates Public on Bloodpressure to Create Demand for Its Product among Physicians

THE manner of using the indirect approach, especially in selling to the professional man, is always interesting. The manner in which it is being used in the campaign of the W. A. Baum Company, New York, is particularly interesting because of the unexpected way in which the campaign enlisted the support of doctors, school superintendents, health commissioners, supervisors of physical education, departments of home economics, teachers' colleges, medical officers, and others.

The company makes an article or an appliance for reading bloodpressure, which it sells to physicians. This apparatus is sold under the trade-marked name of the "Baumanometer." The company is an advertiser in medical journals, where its advertising to the doctor to buy and use its device is of the direct sort. In addition to this advertising, the company conceived the idea of preparing a special series of advertisements written, not to the physician, but to the layman and to be run in a periodical read by laymen as well as physicians. An important part of this idea was that such a series of advertisements, if the stuff in them was good enough, would be of the nature of what the doctor himself would like to say to people on the subject of blood pressure, had he the opportunity. In other words, the advertisements, and a booklet called "Pressure" that went with them, would be sufficiently interesting to the laity to get a reading and action from them, and besides would be appealing to the doctor on the score of being the kind of stuff that he would like to help put in the hands of people generally, his own patients included. Or, in still other words, and this should be said softly, it would be good stuff for the physician to merchandise.

Here was the point. There is much popular ignorance on the subject of bloodpressure. Patent medicine fakers and quacks have spread many false ideas in the minds of the public about it, ideas that are keeping numbers of people away from doctors and the opportunity to profit from a physical examination and advice that would probably result in better health and longer life.

From a copy standpoint, this special campaign was more than ordinarily ambitious—it was no perfunctory presentation of the subject. First, there was a booklet entitled "Pressure," that sets out to tell what bloodpressure is in terms that anybody can understand. It is an envelope-size booklet of twenty pages containing illustrations of steam engines, oil wells, reservoirs, and a lot of things, which make it clear that pressure is a universal condition of life and that bloodpressure is a blessing and something to be thankful for. Dr. William S. Sadler's book, "Americanitis, Bloodpressure and Nerves," is quoted. There is a page on "Wrong Ideas of Bloodpressure." How a doctor takes a bloodpressure reading is described, etc.

Five full-page advertisements, which appeared monthly from October to February, constituted the leading feature of the campaign. Across the bottom of each page in large type, were these words: "Let your doctor read your bloodpressure. Those few seconds may add years to your life." There was a coupon in each advertisement asking for the booklet, "Pressure."

While each piece of copy presented the subject from a different angle, there was a table in each advertisement of tersely stated facts about bloodpressure which ran under the heading, "Did you

know—" After this came the coupon and beneath that a brief statement that tied the series together, namely, "As pioneers in the field of making accurate apparatus for reading bloodpressure, the W. A. Baum Co., Inc., feels it a duty and a service to emphasize to the public these facts on bloodpressure. Look for the second of this series."

The advertisements handled the subject of imparting information to the layman particularly well. The first was headed, "Be thankful you *have* bloodpressure," and explained that there must be bloodpressure in a healthy body or it couldn't live. Another bore the title, "The great human scramble for Normal." This explained that there is no rate of bloodpressure that is right for everybody, and that just what would be normal for a particular individual can only be determined by a physician after a thorough examination. Another contained an illustration of a society woman at a telephone exclaiming, "I've got bloodpressure!" to a friend, under the impression that it is a malady, and taking pride in it as though bloodpressure was something only wealthy or socially eminent people could have.

Another series of advertisements, running in the medical journals, merchandised, if that term may be used, the foregoing campaign to the physician. Here, in full pages the company told physicians just what it was doing for them in educating the public on bloodpressure, reproducing some of the advertisements and portions of others and driving home the fact that the educational campaign was a pioneer effort on the company's part. "A trail isn't blazed more than once," said one of these advertisements; and went on, "Just three weeks ago, that alien, awesome, and popularly-maligned word, 'bloodpressure,' stepped off the library shelf and made its first bow in the advertising pages of a lay publication."

This telling of the story, continued the advertisement, blazed a new trail, the purpose and ideal being to make the trail lead to the

good of the patient and the good of the profession. To this end the company invited the helpful comments and suggestions of the profession, offering reprints of the advertisements and copies of the booklet, "Pressure."

Both series of advertisements have attracted attention not only from physicians in this and a number of foreign countries but from life insurance officials, the heads of various kinds of educational institutions, health officers and others. Requests were received for quantities of the booklet and reprints of the various advertisements. Many physicians wrote the company letters of commendation on the educational effort represented by the campaign and in asking for copies of the advertisements and booklet a number said they wished to "enclose copies to their patients with their monthly statements." Quite frequently the doctors offered to pay for the literature requested, but up to the present time the company has complied with such requests and furnished the material without charge.

The company, as the reader will understand, has nothing to sell the patient, or general consumer. He wouldn't know what to do with a Baumanometer if he bought one. Moreover, the company made no effort to get the general consumer to go to the doctor and say, "I want you to take my bloodpressure with a Baumanometer." Such an effort, it can easily be imagined, would have failed. The advertising went no further with the consumer than to attempt to clear up any misconceptions he may have had about bloodpressure and to inspire him with the idea that it might be a good thing for him to go to his physician for a physical examination. That the physician had a "Baumanometer" or would buy one was left to take care of itself. That he would conceive some healthy good-will for the manufacturer was not left to take care of itself but was put over to the physician in a way that he couldn't very well escape. And that he didn't was evidenced by the responses already mentioned.

# One of the "BIG 15"

Only 15 evening newspapers in the United States have more than 185,000 circulation. The Post is the only Cincinnati newspaper among these 15.

*First in Circulation*

*First in Influence*

## The Cincinnati Post

185,142 Circulation, A. B. C.

A SCRIPPS-HOWARD NEWSPAPER

Represented in the National Advertising Field by  
ALLIED NEWSPAPERS, INC.

New York

Chicago

Cleveland

Cincinnati

San Francisco

Los Angeles

Seattle

# 5,000 "Uses" Revive Declining One-Use Market

An Industry That Competition Kicked Upstairs

By John Allen Murphy

RECENTLY, Captain Kerby, an officer of the United States Customs Service in Brooklyn, made application for a rock-crushing machine. He wants the crusher to use in destroying seized liquor.

Captain Kerby has three assistants and fifteen laborers. With the help of all these men he said he had never been able to destroy more than 850 cases of whisky or 10,000 bottles of beer in a day. The customary method of destroying contraband liquor is to use hammers, incinerators, coal crushers and brick walls. But these methods are too slow and too expensive. With a stone crusher Captain Kerby said he could increase his destruction to 1,000 cases a day at a cost of only four cents a case.

I don't know who invented the stone crusher. But whoever he was, little did he realize that his machine would some day be used to help enforce an amendment to the Constitution of the United States.

One day we read that scented drawing rooms are now the vogue in fashionable London homes. The effect is obtained by perfuming the paint used on the walls.

Again, we read of the invention of the audiometer, a device which is used to measure the density of noises. For instance this device showed that Sixth Avenue and Broadway is the noisiest place in New York. Among other ways it is said this meter is to be used in the automobile business to detect accurately the location of noise in a car.

A business paper informs us that a New York department store has used a surplus of Panama hats to make straw shoes for women. Hardtack was intended for soldiers, explorers and mariners. But a London Zoo found that it was

just the thing to keep the teeth of confined animals in healthy condition. A Cleveland riding academy uses vacuum cleaners for grooming its horses.

The "many-uses" argument has brought prosperity to more than one industry that had been long dependent on a single principal "use." The gas industry is a pertinent example. It is probably the best example that could be found. That is why I have selected it as an illustration of what the "many-use" argument will do for an industry.

William Murdock, a Scotchman, who lived in Redruth, Cornwall, England, is commonly given credit for being the first person to give a practical demonstration of the value of gas as an illuminant. That was in 1792. It got its start commercially in this country about 105 years ago.

## ONLY ONE USE, AT FIRST

For the first sixty or seventy years of its commercial existence, gas was used solely as an illuminant. The industry was built up on that basis. It was in business to furnish light for homes, factories and streets. Most of the companies in the field were known as "Gas Light" companies. Even though its service was confined to "lighting," the industry had grown gradually until by the 1880's it had attained considerable size.

It was about that period that electricity was introduced as a competitor of gas in the "lighting" business. At first, this new competition was not taken seriously. Slowly, however, electricity made headway as a means of lighting until gas was finally nosed out of the market that it had been building for seventy-five years.

This does not mean that electricity entirely supplanted gas as



# March beats even the record made in February

The February issue was the biggest issue we ever published—

It carried more advertising than has ever been carried by any grocery paper.

Yet March beats even February and establishes a new high record.

TRADE DIVISION  
THE BUTTERICK PUBLISHING COMPANY  
912 Broadway, New York, N. Y.

## Introducing NEW ENGLAND to

**A**LERT merchants—notably the chain stores—clock passers-by to choose successful store locations.

When a manufacturer seeks to extend or strengthen his distribution he can profit by the retailer's example. There is a practical way to clock customers in each section of the country.

Where sufficient numbers of people live, or travel, to assure a steady, dependable flow of goods, permanent outlets should be ensured.

Where insufficient people live, or pass, time and money spent in seeking outlets is relatively wasted.

A method of gauging opportunities in different localities is illustrated in our memorandum, "Introducing New England to the National Advertiser."

New England is used merely as a specific illustration. The method is applicable generally.

Our purpose in publishing this memorandum is to stimulate thought in selecting markets and directing promotional sales effort—to the end that waste may be curtailed and profits conserved.

We will gladly send a copy to any advertiser.

## The BLACKMAN

### ADVERTISING

MAGAZINE NEWSPAPER OUTDOOR STREET

120 West 42nd Street, New York

# to the National Advertiser

## Advertisers with whom we work:

### Vacuum Oil Company

Gargoyle Mobiloil  
Gargoyle Lubricating Oils  
for Plant Machinery  
Gargoyle Marine Oils

### Walter M. Lowney Co.

Lowney's Chocolates

### Lehigh Portland Cement Co.

### Procter & Gamble

Crisco, Ivory Soap,  
Ivory Soap Flakes, Chipso  
P & G—The White  
Naphtha Soap

### The Packer Mfg. Co., Inc.

Packer's Tar Soap  
Packer's Liquid Shampoo  
Packer's Charm

### Waitt & Bond, Inc.

Blackstone Cigars

### Seaboard National Bank

### Towle Manufacturing Company

Sterling Silverware

### Sherwin-Williams Co.

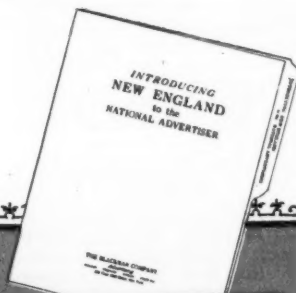
Sherwin-Williams Paints,  
Varnishes, Stains, Lacquers,  
Insecticides, Enamels

### The National City Co.

Investment Securities

### The Stanley Works

Tools—Hardware



### THE BLACKMAN COMPANY

120 West 42nd Street, New York City

Please send me your memorandum

"Introducing New England to the  
National Advertiser"

Name .....

Title .....

Company .....

Address .....

Product Made .....

a lighting material. Even today, a surprisingly large proportion of the annual production of gas is used for lighting, especially street lighting. But it does mean that electricity displaces gas as the preferred means of lighting.

What happened to the gas business in the meantime? It would appear as though it had received a death blow. Since it was in business to supply a lighting service and the demand for that service had been largely transferred to a competing material, there did not seem to be anything for the industry to do but to retire itself on a pension or else to get into the business of supplying electric juice to its old customers.

Fortunately, the change from gas to electricity did not happen overnight. The transition took place over a period of a couple of decades. This gave the gas industry time to catch its breath and to adjust itself to the new conditions. And let it be said to the credit of the industry that it certainly did catch its breath. It was not until about 1900 or 1905 that electricity succeeded in establishing itself as the principal method of lighting. In other words, if the gas business had died at the time that custom and precedent decreed it should have died, the industry's tombstone would have carried these dates, 1792-1905.

#### GAS INDUSTRY ELECTRIFIED BY ELECTRICITY

But the patient did not die. Instead he got up from his bed and waxed stronger and more energetic than ever before. In proof of this we have the fact that the gas industry has won its greatest success during the last twenty years or since it lost the biggest end of its lighting market. What seemed to be an irreparable disaster turned out to be the best thing that had ever happened to the industry. The industry was actually kicked upstairs. Other calamities in the nature of new competition have since threatened the industry, but instead of being kicked out of the picture, each time it was kicked up another flight of stairs. The most

recent kick which the business received has proved itself the most profitable kick of all, as it landed the industry in the cellar where it is today finding its greatest field of usefulness.

How did the industry turn disaster to its advantage? Through the simple process of finding new uses for gas. These uses opened such a vastly enriched market for the product that the business which was done in the old "lighting" days now looks very small indeed.

The quotation of a few production figures will help to make this point clear. In 1901, the sales of manufactured gas were 101 billion cubic feet. The next year sales dropped off to ninety-two billion cubic feet. I suppose it was at that time that the lighting market registered its swiftest decline. By the following year sales had come back to 105 billion cubic feet. From that time on, sales increased steadily each year, except 1905 when they dropped back a billion feet. In 1914, when the war started, the sale of manufactured gas amounted to 198 billion cubic feet. Like nearly all businesses, the industry showed steady progress during the war. But unlike most businesses it did not suffer from deflation. Sales jumped thirteen billion cubic feet in 1920 over 1919 and seven billion in 1921 over 1920. In 1925 the sales of manufactured gas hit the tidy figure of 421 billion cubic feet or more than four times what the sale amounted to when the product was used principally for lighting.

Some enthusiasts of the industry go so far as to say that gas is now used in 5,000 different ways. That is probably a hyperbolic figure. Nevertheless, it is true that gas is used in numerous ways—in so many ways that a catalogue of them would fill several pages of *PRINTERS' INK*. Of course, most of these varied uses for gas are in the industries. It is said that one Chicago manufacturer uses gas in thirty different processes. In almost every factory, gas is used in a different way. It is used to bake bread, pasteurize milk, to make candy, to press clothes, to melt



glass, to roast coffee, to vulcanize tires, to dry clothes, to season lumber, to smoke meat, to forge, to rivet, to galvanize, to weld, to cut, to anneal, to harden, to temper and in countless other ways.

The industrial market is proving itself to be the most promising outlet for gas. At that, only 25 per cent of present-day gas sales is to industrial users, but the percentage is increasing each year. In 1910, it was only 5 per cent. The biggest single outlet for gas is still the domestic market. Fifty-four per cent of the industry's sales is to the home. The remaining 21 per cent of its production is for illumination, mostly street lighting.

That is a condensed picture of the gas industry as it exists today and of its history. However, we are not interested in the gas business, *per se*. In the present article, we are only interested in it as it illustrates the point of this discussion—how a business can increase its sales by augmenting the number of uses for its product. We have seen that the gas industry has done this handsomely.

#### ACTIVITIES OF APPLIANCE MANUFACTURERS

How did it do it? Who was responsible for the development? I do not think that the men in the gas business, itself, deserve much of the credit. Much of the credit should go to the appliance manufacturers. It was their merchandising activity that kept pushing the gas industry into new markets. For example, would the domestic cooking outlet for gas have developed as it has were it not for the selling energy of the range manufacturers? The answer is "No." The advertising that has been put out for such products as the Lorain heat regulator has contributed more to the development of the gas business than is generally appreciated.

In like manner, it was the makers of appliances who shoved the gas companies into the heating business. The advertising of the manufacturers of the Humphrey heater and the Welsbach

company has got thousands of persons to install heaters in their homes. This latter company, by the way, is an interesting example of how manufacturers can adapt themselves to new conditions arising in their industries. The company made mantles for gas lamps. With gas being used less and less as an illuminant, there was a declining market for mantles. So the Welsbach folks added to their line another appliance to be used in a segment of the gas market that is expanding.

Of course, it is true that all industries whose products are used through appliances profit from the activity of the appliance manufacturers. Certainly the electrical power companies have profited handsomely from the selling work of the makers of electrical appliances. In a way, it was the introduction of oil heaters that opened up the home as a market for oil. All businesses of this kind are, of course, dependent for their increase in "uses" on the development of appliances. The gas business has gone ahead, despite its loss of much of the lighting market, simply because appliances have been invented for all sorts of uses.

That probably explains why, until recent years, gas men have been more interested in production than they have been in the selling end. For the most part, they were engineering men with the engineering bent of mind. In this respect, probably, the gas industry was no different from other industries. Production is the first problem of every business.

From now on, the chief task of the industry is to sell. Fortunately, the industry recognizes this and has already started to man its executive staffs with salesmen and with experienced merchandisers and advertisers. The amazing progress which the business has made since the war is due to the work which these sales trained executives are doing. In a sense, there is nothing startling about what they are doing. They are merely using conventional sales, advertising and merchandising

# They'll All Come to It

---

What Bus

Again the Iron Age pioneers with a real service to its readers. No more unrolling, flattening out, pounding into shape. Received flat and smooth, it is readable the minute it arrives.

It costs us more of course, but 1200 enthusiastic letters from all over the country prove how much it is appreciated.

## **A few extracts show what readers think of it.**

"A pleasant surprise"—"a vast improvement"—"a wonderful move"—"much easier to use"—"results in reading the Iron Age immediately when received"—"fine idea"—"better for filing"—"received in fine condition."

What Business Publication Can  
Long Delay a Change  
That Has Met with such  
Universal Approval as has  
The Flat Mailing of  
**THE IRON AGE?**



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Age  
ng"

methods such as are used today in every progressive business.

If one wandered into the show room of a gas company fifteen years ago, he was regarded as a troublesome intruder. Today, one does not have to wander into a gas company show room to fall under the selling influence of the company. The salesmen are kept busy combing the company's territory. Advertising is constantly being used to pave the way for the salesmen and to drum up leads for them. Because of this activity, the number of users is not only increasing annually but what is more significant, the per capita consumption of each user is also increasing. In addition to the work being done in the communities of the industrial companies, a nationwide sales and advertising campaign is also being carried on for the promotion of the product.

Many of the companies in the field are establishing service departments, whose job it is to show customers how to use gas properly and to get the most out of it.

The American Gas Association has established a laboratory at Cleveland for the testing of all kinds of gas appliances. A research corporation is also planned to develop equipment for industrial users of gas.

The association is working with architects to get them to put more gas outlets in the houses they are planning. Since gas became *passé* as an illuminant, there is very little piping for gas in the modern home. It is piped to the kitchen and that is about all. This has handicapped the installation of heaters and other equipment in other parts of the house. To stimulate interest among architects the association is offering a series of prizes for plans for homes properly outfitted for gas.

For its 1926 program, the American Gas Association has adopted for its goal the reclamation of the American basement by getting architects and builders to install gas incinerators, which will dispose of the rubbish which ordinarily infests basements and also to install other labor-economizing equipment.

## An Ex-Salesman Hits at the "Go-Getter" Seekers

BROOKLYN, N. Y.

Editor of PRINTERS' INK:

Noting your suggestion in the February 18 issue of PRINTERS' INK that someone write an article on "Salesmen Should Leave or Desert a Slipping Company or Company in Decay," I offer my thoughts on the subject.

Now the point, "Why Ride the Sales Force?" interests me much. There are a number of "business houses" in New York at present advertising daily for salesmen, who, instead of salesmen, really need some attention from the Better Business Bureau—or, perhaps from the police department or district attorney's office. I have had occasion, in looking for a position, to meet some of these organizations. Many of them will put a long classified advertisement in a daily paper, telling you how easy it is to make from \$100 to \$500 a week—on commission only—drawing account when qualified. Nobody has ever been known to "qualify" as yet. Then the *pseudo* sales manager gets you to attend his "school." When you go to this "school" you are very apt to hear more verbal noise about "go-getters," "get the dough," etc.—that is, bring him in a \$100 order and he will see that you get about—well, perhaps \$2 or \$3—when the bill is paid. The "leads" given the salesmen by these so-called "sales managers" are apt to be taken promiscuously from the telephone book or city directory—both of which books contain many thousands of "leads." I am not selling goods at present, and having retired, have made a study of the problems the salesman now has to contend with. I would suggest to the salesman to keep clear of any of these "positions" advertised in the daily papers.

Oh, yes, the salesman must have "pep." I suppose they mean that he gets the "pep" from a green box bought at the corner grocery store.

Instead of "riding" the salesman, what is wanted most is an article, or proposition, or merchandise, that has some value, and is worth selling, and then some intelligent and sensible talk from an official connected with the enterprise. My advice to the salesman is: Do no work for such concerns as I have described unless you are paid. Each and every call you make has value for the firm you represent. Don't attempt to sell anything to your friends and relatives unless you know it has real value. Don't be ashamed to meet them after making a sale. A good salesman is worthy of his hire. Get it. Don't stand any undeserved "riding" from an incompetent sales manager or owner.

My opinion is that these firms wanting salesmen should advertise their goods in magazines and newspapers, get *bona fide* inquiries that way, and then give salesmen these real prospects to work on.

AN EX-SALESMAN.

# Los Angeles Times

## ADVERTISING

FOR JANUARY, 1926

# 2,366,266

AGATE LINES

Both Other  
Morning Newspapers  
COMBINED:

2,172,388

AGATE LINES

Two Largest  
Evening Newspapers  
COMBINED:

2,029,468

AGATE LINES

### DETAILED TABULATION FOR JANUARY

—Showing the classes of advertising in which  
Los Angeles Times exceeded every other local  
newspaper—morning and evening.

DEPARTMENT STORES .....	Los Angeles Times	FIRST
MEN'S CLOTHING .....	Los Angeles Times	FIRST
HARDWARE—PLUMBING .....	Los Angeles Times	FIRST
SHIPPING—STORAGE .....	Los Angeles Times	FIRST
SHOES .....	Los Angeles Times	FIRST
SPORTING GOODS .....	Los Angeles Times	FIRST
AGRICULTURE—LIVE STOCK ...	Los Angeles Times	FIRST
AUTOS AND ACCESSORIES .....	Los Angeles Times	FIRST
CHURCHES—LECTURES .....	Los Angeles Times	FIRST
TRANSPORTATION .....	Los Angeles Times	FIRST
AMUSEMENTS—THEATRES .....	Los Angeles Times	FIRST
MEDICAL SANATORIUMS .....	Los Angeles Times	FIRST
MISCELLANEOUS .....	Los Angeles Times	FIRST
BANKS—FINANCIAL .....	Los Angeles Times	FIRST
BOOKS—PUBLISHERS .....	Los Angeles Times	FIRST
BUILDING MATERIAL .....	Los Angeles Times	FIRST
ELECTRICAL APPLIANCES .....	Los Angeles Times	FIRST
HOTELS—RESORTS .....	Los Angeles Times	FIRST
MACHINERY—MECH. ARTS ....	Los Angeles Times	FIRST
OFFICE EQUIPMENT .....	Los Angeles Times	FIRST
REAL ESTATE & PROMOTION ..	Los Angeles Times	FIRST
SCHOOLS—DANCING ACADS. ...	Los Angeles Times	FIRST
WANT ADS .....	Los Angeles Times	FIRST

**LARGEST HOME-DELIVERED CIRCULATION ON THE PACIFIC COAST**

# Los Angeles Times

Eastern Representative

WILLIAMS, LAWRENCE &amp; CRESMER CO.

360 N. Michigan Blvd., Chicago

225 Fifth Avenue, New York



. . . . the *nine* key markets  
of *Texas* . . . . .

**E**ACH market steadily prosperous. Each market a jobbing center. Each the vent through which to tap the wealth of its own trade territory.

In these nine progressive, flourishing Texas Cities nearly a million consumers live. Combined these cities represent a metropolitan market exceeded in size by only New York, Chicago, Philadelphia and Detroit.

Around them lies the greater market of Texas—compact and convenient. In this area (comprising less than half the square miles area of the state) ninety per cent of all Texas lives, prospers and buys.

## you'll not want to escape catching this contagion . . .

The growth that is going on in Texas is catching. It starts with colonization. The growth then spreads to resources. It inoculates markets. The markets expose the product. And the sales record enjoys its violent attack.

Do you think this thing we are talking about . . . the value of a growing market . . . is idle prattle?

Do you think that a good product, aggressively merchandised and intelligently advertised can fall behind the procession of territorial growth?

Sound colonization, industrial energy, agricultural development will carry any territory upward and with them carry upward the sales of the merchandiser who exercises only enough sagacity to establish himself where they are.

Surely the fifth market in the union should encourage your decision to start in Texas now. Certainly the promise of its future should draw your sales effort and your advertising into the richest of all America's developing territories.

# How Trade Associations Are Meeting the Law's Requirements

Some Sound Advice Based on Practical Experiences

*Washington Bureau  
of PRINTERS' INK*

THAT the legality of trade association activities is still widely misunderstood is indicated by the many inquiries on the subject which reach Washington daily. Although it is no duty of the Government organizations to compete with lawyers in giving legal advice, the Department of Justice, the Department of Commerce and the Federal Trade Commission are being importuned constantly for definite information regarding practices that may be questionable. An official of one of the most prominent information agencies in the city recently said that the subject was decidedly the liveliest in the commercial field at the present time.

The condition appears to call for not only theoretical advice, but also practical experiences. No doubt, the most clarifying proposition would be a detailed account of just what large and successful trade associations are doing, and it was with this thought in mind that the officials of four associations, among the largest and most active in the country, were interviewed last week.

Since 1906, from time to time, the lumber industry has suffered Congressional and other investigations. Yet, the largest organization within the industry, The National Lumber Manufacturers Association, has never been condemned or criticized by any Government organization for illegal practices. In 1919, the Federal Trade Commission inaugurated a fishing expedition and investigated every phase of the association's work, and found nothing to warrant a formal complaint or a cease and desist order.

For many years, this association has been an invaluable aid to the lumber industry. The fact that it has not been condemned by a Government agency does not mean that it has not functioned to advantage.

During the last seven years, the volume of production represented has increased about 50 per cent. In revenue, the growth during the same period has been in the neighborhood of 200 per cent, and it now has approximately 50 per cent more members than it had seven years ago.

Recently, in discussing the affairs of this organization, Wilson Compton, who is secretary-manager, said that he was still carrying out the general program formulated some seven or eight years ago.

"We have not discontinued anything," he continued, "although we have added many features. We have kept out of trouble because we never have attempted to collect or disseminate statistical information to be used in controlling prices, competition, or production. And we have never made the mistake of failing to consider the important fact that the anti-trust laws deal with intentions and results rather than with methods and processes.

## LUMBER PRICE DATA WERE WANTED

"There is only one thing that we would have done, I believe, and which we did not do, because of the laws. When we launched our advertising campaign, several years ago, there suddenly sprang up a demand from newspapers and trade publications for information concerning lumber prices. We were not able to furnish this information; but if it had not been for the anti-trade association agitation we might have attempted to collect such information for the newspapers. Today, in the light of recent Supreme Court decisions, I am quite sure that the collection and dissemination of such information could be promoted legally.

"We do disseminate price information furnished us by two public statistical agencies. These agencies furnish us prices on selected representative items, and we





## For the Bride and the Bride-to-be

No gifts more appropriate than Sheets and Pillow Cases of Utica quality. Their soft, substantial, snow-white fabric reflects the thoughtfulness of the giver.

Later on, that thoughtfulness will be emphasized by the service they give. For they retain their lovely qualities through countless launderings. They are the Sheets and Pillow Cases made from high grade cotton, and they are sewn from the latest-cut cut.

Be sure to find the Utica Label. It identifies the genuine. Especially when making gifts or providing for the future, you'll find it most satisfactory to buy Utica Sheets and Cases by the dozen package. They come to you sterilized—just as clean and sanitary as when they leave the factory.

Sold at the white goods counters of many reliable stores.

"Mottish" Sheets, Pillow Cases and Sheet sets of similar quality, not quite so heavy.

Have you this helpful booklet on correct bed making and the proper use and care of sheets? Write for your free copy.



Utica Steam & Mottish Valley Cotton Mfg. Co., Utica, N.Y.

### UTICA Sheets and Pillow Cases

A  
Moser & Cotins  
Client

**B**ECAUSE the members of the Moser & Cotins organization are close students of modern merchandising methods, the advertising produced for our clients is always geared to the sales plan of which it is an inseparable part.

**MOSER & COTINS Advertising**  
MOSER & COTINS BLDG., UTICA, N. Y.

MEMBER:  
Audit Bureau  
of  
Circulation

MEMBER:  
American  
Association  
of  
Advertising  
Agencies





## Wrapped and insured in one operation

THE efficiency of North America Parcel Post Insurance is especially appreciated by those who make parcel post shipments daily. It places dependable, economical insurance on every package at a marked saving in time and labor. A coupon from a North America Coupon Book insures each package at the wrapping desk. Ask your insurance agent or broker or send the coupon below for complete information.

### Insurance Company of North America PHILADELPHIA

Founded  
1792

"The Oldest American Fire and  
Marine Insurance Company"

Insurance Company of North America  
Sixteenth Street at the Parkway  
Philadelphia, Pa., Dept. W34

Name .....

Street .....

City ..... State .....

Wants information on Parcel Post Insurance



digest their reports and send the information to a large list of trade publications. But we never have sent any price information directly to our members, and we consider this service only a convenient facility to publishers in the lumber industry and to the lumber-using public.

"Our statistical information is supposed to be a barometer of supply and demand. It covers four general subjects—production, shipments, new business received (orders), and stocks on hand. Our data are compiled from reports from 500 mills, and the information is sent out by the week, month and year.

"Of course, we have made a careful study of the legal aspects of trade association work, and we have been furnished with much material by those associations which have been in trouble. In almost every instance, we have found the question of legality arises when a trade association goes beyond the publication of facts. The line of legality is passed, in our opinion, when an association gets into the field of opinion, interpretation, instruction, or suggestion as to how its statistical data are to be used by its members.

"In our publication of statistical information, we do not comment on anything. We interpret nothing. We let the facts speak for themselves.

"Unfortunately, there are far too many business men who want somebody to do their thinking for them. They want to know that their activities are supported by similar activities on the part of others. In that desire and condition I think you will find the reason for much of the demand for illegal interpretation and agreements.

"There has been a rapid broadening in the interpretation of the anti-trust laws. But when you analyze recent decisions and compare them with the provisions and prohibitions of the anti-trust laws, you find any activity on the part of a trade association which is illegal today was also illegal ten years ago. In other words, the big

thing to remember is that the basic law has not changed. The courts are merely understanding the laws' application to the changing aspects of business, and I think the way is plainly marked out for every trade association whose officials will remember that all methods and activities are illegal which bring about a result or condition which the law prohibits.

#### A BROAD VIEW IS NEEDED

"We furnish our membership with all the useful information we can get hold of that we think will advance the industry. To keep well within the law, every association must take the broadest possible view of its entire industry. For instance, ever since I have been with The National Lumber Manufacturers Association, we have furnished all of the information we publish to the buyers of lumber at the time we distribute it to our own members. In many instances, the buyers get the information first, since many of the largest are located within a few hours of Washington, and the mail reaches them several days before it is received by the mills and distributors throughout the West.

"From our studies of the internal workings of associations, and a careful consideration of all laws and significant court decisions, we have come to the conclusion that any interpretation of statistical data is exceedingly dangerous. Inevitably, this leads to an effort to establish the judgment of one man, or a trade association, as an agreed rule. This has a tendency to control or hinder competition and it should never be substituted for the individual judgment of each competitor.

"Probably the most practical contribution which associations can make toward the efficiency of their industry is the elimination of ignorance. Competition which is uninformed of current conditions of supply and demand is ignorant competition, and it can be substantially corrected by co-operation in trade associations and through the exchange of statistical information.

"The difference between igno-

rant and well-informed competition becomes, in practice, the difference between fair, free and equal competition, and unfair, restricted and unequal competition. Therefore, it is important that current information on supply and demand be equally available to seller and buyer. With many trade associations, the practice has been to confine information of the kind to sellers only, and even among the sellers themselves, in many instances, the information has been restricted to those who have contributed their own reports to the current compilation of facts for the industry as a whole. In this, a recent rather general change of policy is an evidence of good faith and is most helpful.

"Now, in the principal industries, all information collected is promptly made available to the public. This is to the advantage, I am convinced, of both buyers and sellers and is a constructive development in trade association policies.

"Not long ago, in an address, the Secretary of Labor suggested that the average popular test of competition is the supposed reasonableness or unreasonableness of prices. Accenting this as a common-sense criterion, I believe that a great field for the development of efficiency and economy in industry and commerce has been little more than touched. In this direction, trade associations have a great work to do and their effort should be, not to impair competition and the protection it affords to the public, but to make competition more equal, more fair and free and hence give greater assurance to the maintenance of fair prices.

"This work offers many safeguards, and it is the field in which this association spends practically all of its efforts. In this field, we find ways and means of establishing economies, reducing costs, establishing better methods of manufacture and distribution, eliminating waste, educating our members, and discovering new and better uses for our products.

"In these and similar activities, the trade association will find its

entirely legitimate excuse for existence. This field offers vastly better, healthier, more profitable and more encouraging results than would be possible under any system of price control, even if the impossible could be attained and a method of legally controlling prices discovered or invented."

#### NOTHING CAME OF THIS

About a year and a half ago, it will be recalled, a conference of counsel was called by the National Association of Manufacturers as a means of clarifying the legitimate activities of trade associations. On the invitation of James A. Emery, counsel for the association, about twenty-five attorneys who had special experience in questions relating to the legitimate operation of trade associations came to Washington. These gentlemen conferred with the Attorney-General and several members of his staff in an attempt to secure an authoritative statement. The conference followed the rather futile correspondence between the Secretary of Commerce and the Attorney-General, in December, 1923. The conference considered what steps would aid in the prompt clarification of the legal rights involved, and what legislation, if any, was desirable.

Although, at the time, this effort of the National Association of Manufacturers met with scant success, it served to emphasize the importance of clarifying legal decisions and to arouse the interest of those most concerned. Since then, Mr. Emery has made a very careful study of all the court decisions bearing on trade associations. In the light of these opinions, he said, the other day, that his office, under date of June 15, 1925, had advised all members that an association or combination of persons or corporations may fairly and openly compile and distribute timely trade information to their members or associates, provided any such association or combination is not reaching or attempting to reach an agreement or arrangement to restrict production or prices, or divide territory, or in any other way to artificially restrict

# *Modes & Manners*

*Announces*

## *Another New District*

# *Peoria*

Covering Central Illinois this *newest* group of carefully chosen readers is drawn from one of the most prosperous agricultural and manufacturing districts in the United States.

- Selection of readers for the Peoria district is to be made from the preferred charge account list of P. A. Bergner & Co., and will be added to the circulation of *Modes & Manners* with the June, 1926 issue.

**Another new *Modes & Manners* district will be announced soon.**

*Advertising is still being accepted at previous rates based on 200,000 circulation.*

**Every Copy of *Modes & Manners* goes by mail, every issue, to selected homes of known buying power.**



# *Modes & Manners*

PUBLISHED BY STANDARD PUBLISHING CO.

*New York - Chicago - Paris*

AMOS H. WEIGEL, *Business Manager*

JOHN R. REILLY  
*Western Advertising Manager*

JOSEPH C. QUIRK  
*Eastern Advertising Manager*



## Cultivate the Morning Market of America in 1926

### CALIFORNIA

San Francisco Times  
Sanford Journal  
Riverside Enterprise

### COLORADO

Public Opinion

### CONNECTICUT

Hartford Courant  
New Haven Journal-Courier

### FLORIDA

Daytona Beach Journal  
St. Marys Tropical News  
Key West Call

Lakeland Star-Telegram  
Miami Herald  
Orlando Sentinel

Palm Beach Post  
St. Petersburg News  
Tampa Tribune

West Palm Beach Post

### GEORGIA

Augusta Chronicle  
Macon Telegraph

Savannah Morning News

### HAWAII

Honolulu Advertiser

### ILLINOIS

Chicago Bulletin  
Chicago Herald and Examiner

Decatur Herald  
Evanston Herald  
Rockford Morning Star

### INDIANA

Anderson Herald  
Fort Wayne Journal-Gazette  
Bloomington Press  
Indianapolis Star

Kokomo Dispatch  
Marion Leader-Tribune  
Muncie Star

Richmond Item  
Terre Haute Star  
Vincennes Commercial

Western Tribune

### IOWA

Western Tribune

### KANSAS

Wichita Daily Eagle

### KENTUCKY

Lexington Herald  
Louisville Courier-Journal  
Puduch News-Democrat

### LOUISIANA

Shreveport Times

### MISSISSIPPI

Jackson Clarion-Ledger  
Natchez Democrat

### MARYLAND

Baltimore American  
Cantonville News

### NEW JERSEY

Newark Ledger  
Paterson Call  
Rutland Dispatch—Union City

### NEW YORK

Buffalo Courier  
Glens Falls Post-Star  
Jamestown Post  
Poughkeepsie Eagle-News  
Schenectady Democrat & Chronicle  
Saratoga Springs Gazette  
Syracuse Post-Standard  
Utica Press

### NORTH CAROLINA

Asheville Citizen  
Charlotte Observer  
Greensboro News

### OHIO

Cleveland Plain Dealer  
Columbus Dispatch  
Cincinnati Register  
Springfield Star

### PENNSYLVANIA

Altoona Call  
Allentown Democrat  
Philadelphia Record  
Scranton Sentinel  
Williamsport Gazette & Bulletin

### SOUTH CAROLINA

Charleston News and Courier

### TEXAS

Corpus Christi Caller  
San Antonio Express  
Waco News-Tribune  
Wichita Falls Record-Star

### VIRGINIA

Richmond Times-Dispatch

### WASHINGTON

Bellingham Herald  
Spokane Spokesman-Review  
Walla Walla Union

### WEST VIRGINIA

Charleston Express  
Martinsburg Herald



"Daytime is Selling Time"

# ENTIRE MARKET

THE yeast of progress is changing  
the old market unit.

**Expansion!**

Daily the frontiers of most market centers are thrust further outward.

**Transportation!**

Bus lines, electric lines, steam lines, privately owned motor cars have caused the area of a city's influence to be reckoned in square miles instead of square blocks.

**More expansion; greater unity.**

*Morning Newspapers Keep Pace With Expansion!*

First among the outposts of most trade areas, the morning newspaper exerts greatest influence as an attracting force because of its time of publication. While the city dweller picks up her morning newspaper the same act is performed by her sister on the farm. The Morning Newspaper Moves an entire market unit.





competition among themselves.

"The second conclusion from the most instructive judicial utterances," Mr. Emery continued, "is that the data which may be lawfully compiled and distributed under such circumstances, may include: Unidentified information as to the cost of the product, the price received for it in closed transactions, the volume of such production, the stocks on hand, and the approximate cost of transportation from the established centre or shipment to the various places of consumption.

"The third conclusion is that a tendency toward uniform prices for a standard article, following the distribution of legitimate trade information, merely indicates the natural operation of economic law following the exercise of a valid right. It is not, in itself, an index of illegal trade restraint.

"The fourth conclusion is that such associations or persons or corporations within the same industry, subject to the restrictions stated, may freely meet and discuss the information thus obtained."

In giving out these statements, Mr. Emery cautioned that his conclusions do not mean that associations previously condemned are legitimized. He also said that the recent decisions give no license to misuse timely trade information, or by any device or disguise to use a trade association for the purpose of artificially controlling production, prices or the territories of competition.

"It cannot be emphasized too strongly," Mr. Emery added, "that the Supreme Court opinions merely afford each industry an opportunity to collectively assemble essential information which substitutes intelligent, for ignorant, competition. This gives each industry an opportunity to set up self government in the use of this new freedom, and to establish a custom which will sternly confront any threatened abuse of this invaluable right. We confidently anticipate that the new order will mean the growth of a common law of sound custom within each industry, which will make un-

necessary the further intervention of the Government to prevent or regulate abuse."

At the Washington headquarters of the National Canners Association it was learned that this organization collects and disseminates statistics covering comparatively few subjects. This is due to the local nature of many of its manufacturing groups, to its large membership, and to the great variety of products covered. Although this work of the association is being developed, at this time data are handled only on corn, peas and tomatoes. To assure an expression of entire good faith in the dissemination of this information, not only are many news and trade papers on its mailing list, but every statistical communication is forwarded to the officials of the Departments of Justice, Commerce and Agriculture, and other interested governmental agencies.

#### A MONTHLY DATA SERVICE

Once a month, the analyses of Ward P. Christie are mailed to the entire membership of the Associated General Contractors of America. The information covers cost of construction, volume of construction, building contracts in twenty-seven Northwestern States, building permits in twenty cities, wages and material prices, volume of transportation, and concrete surface pavement awards. Each subject is illustrated by a graphic chart which covers comparisons for a period of months or years and a paragraph of comment or explanation.

In explaining the system of dissemination, Mr. Christie said that the purpose was to show relative figures and that the information disseminated was based largely on statistics from trade associations.

"We attempt only to explain our information," Mr. Christie continued, "and never interpret or instruct, or do anything else that might be construed as an effort to reach or suggest an agreement to our members. Our costs and prices are always based on index figures. Costs are arrived at from wages and prices for materials paid by contractors. The relative



# This "ad" in January Drug Topics pulled 864 replies in 10 days



and was still  
pulling at the rate  
of 100 a day when  
we last heard!

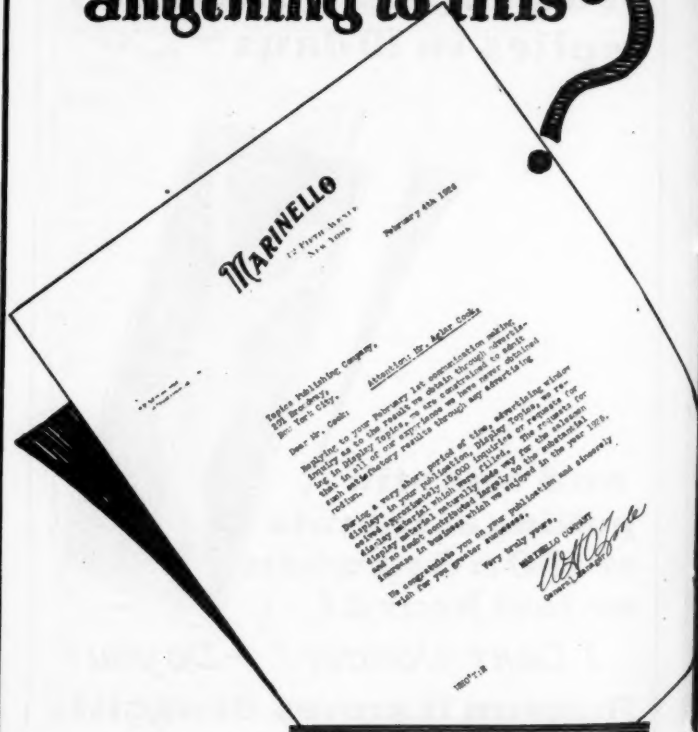
**I Dont Wonder! —Do You?**  
**Anyway it proves druggists  
are human, also that they  
read our book.**

*Edgar Crole*  
Publisher

**TOPICS PUBLISHING COMPANY, Inc.**  
291 Broadway New York City

Publishers of  
**Drug Topics—Wholesale Druggist—Display Topics—Drug Trade News**  
Atlanta Boston Chicago Cleveland St. Louis San Francisco

# Think we can add anything to this



You can't beat a real *user's* opinion.

Display Topics placed over 100,000 manufacturers' window trims in retail drug stores last year.

If you want to see *all* the evidence proving this remarkable performance at once—ask us.

## TOPICS PUBLISHING COMPANY, Inc.

291 Broadway

Publishers of

New York City

Drug Topics—Wholesale Druggist—Display Topics—Drug Trade News

Atlanta

Boston

Chicago

Cleveland

St. Louis

San Francisco

**Ask any wholesale drug man!  
You'll get the same answer  
every time!**



We know because we've asked them *all*, time and time again. We have hundreds of letters just as enthusiastic as this one.

# Wholesale Druggist

is the *only* magazine published for the salesmen, buyers and executives of this *important* part of the drug trade which buys and sells \$750,000,000 worth of drug store merchandise a year.

Keen manufacturers and far-seeing agency men are putting their wholesale distribution up to the **WHOLESALE DRUGGIST**.

**TOPICS PUBLISHING COMPANY, Inc.**

291 Broadway

New York City

Publishers of

**Drug Topics—Wholesale Druggist—Display Topics—Drug Trade News**

Atlanta

Boston

Chicago

Cleveland

St. Louis

San Francisco

index numbers on costs are based on actual costs sent to us by members in twelve of the leading cities of the country. We give no information as to costs or prices in specified localities. We have been getting out our information in its present form for more than two years and our methods never have been questioned."

Another association of manufacturers that is progressing rapidly is the Millers' National Federation. The membership of this organization controls about 60 per cent of the country's flour producing capacity.

Sydney Anderson, formerly a representative from Minnesota, and chairman of the Congressional Agricultural Inquiry several years ago, is president of the federation. He is an economist of note and for several years has made a special study of national milling problems. When questioned the other day as to just what his organization is doing, he replied: "We are doing just what the Supreme Court says we can do, and nothing more."

"We are attempting to install a uniform cost accounting system. We are collecting statistics on capacity, sales, shipments and stocks of wheat and flour on hand. As yet we have disseminated no information on prices of past sales, but we hope to eventually. We have also adopted a uniform sales contract, and we issue, whenever necessary, a package differential."

"Because of the Federal Trade Commission's order in the Typhothetae case, a good many associations appear to believe that any attempt to install a uniform cost system is illegal. But a careful study of the law and recent court decisions has convinced us that our proposition is not only entirely legal, but necessary for the orderly conduct of the industry."

"We are not doing anything that can lead to the curtailment of production or the establishment of uniform prices. That, of course, is not the idea at all. We cannot supply the industry with accurate information unless the figures and facts received from our members are all on the same basis. In

other words, we must know just what is included in a cost when we receive it. Therefore, it is necessary to adopt a uniformity of method in ascertaining all figures for statistical data.

"During the war, the industry was compelled to adopt a uniform sales contract by the United States Food Administration. This was a very cumbersome document with many provisions and conditions printed on the back. It was highly complicated and unsatisfactory to both buyer and seller."

"Prior to the war, practically all flour was sold merely on orders and not on contracts. The war experience proved to the industry that the contract method was more orderly, fairer to all concerned and a better business proposition. Therefore, we have very carefully revised the war contract, reduced it in size and placed all of its conditions and provisions on the face of the document, so that it may be readily and completely understood. It is merely a uniform contract for future delivery. Its use is not compulsory with our members, but it is popular because it is practical."

"The package differential also was an annoying source of loss and trouble, until the uniform package differential was adopted. Flour is usually sold on a basis of ninety-eight pounds to the sack. If it is put up in twenty-four and forty-eight-pound sacks, the cost of packaging is increased. In many instances, however, misunderstandings arose as to cost when flour was bought on the ninety-eight-pound basis and the order was afterward changed to include the smaller packages. Therefore, we are attempting by the publication of package differentials whenever necessary to indicate the amounts to be added to the basic price of the ninety-eight-pound package when small sizes are ordered. This is simply an attempt to eliminate mistakes and work out a method by which prices can be made instantly and accurately available."

"In all of our work, we are attempting to secure such uniformity of terms as will make it possible

*Representing*  
**The FORUM**



*New England Representatives*  
**CARMAN-IN-NEW ENGLAND**  
194 Boylston Street, Boston



*Western Representatives*  
**FINUCAN & McCLURE**  
720 Cass St., Chicago



*Member Audit Bureau of Circulations*

**FORUM**

WALDO W. SELLEW, *Advertising Mgr.*

247 PARK AVENUE

NEW YORK

to determine basic prices in common terms. We have never published anything in the way of identified figures. We are trying to furnish our members with adequate information on those economic conditions which vitally affect the industry, so that ignorant and destructive competition may be eliminated as much as possible, and the entire industry placed on a basis of intelligent co-operation.

"In accomplishing this, and we have made some satisfactory headway, we consider that any attempt to fix or regulate prices would eventually end in disaster. In establishing uniform cost accounting, we are merely assuring more accurate reports on which to base intelligent competition. This will tend to eliminate costly failures, waste, uneconomical distribution, and all of the other factors of unnecessary cost for which the public pays."

#### With Richmond Agency

LeBaron Coakley has joined the Freeman Advertising Agency, Inc., Richmond, Va., as art director.

#### Birmingham "Post" Wins Advertising Test Case

A test case, concerning the right of a newspaper to print malt extract advertisements in the State of Alabama, was won by the Birmingham *Post*, when a chancery court decision refused the State an injunction to restrain the paper from publishing such advertisements.

#### Detroit "Times" Appoints G. L. Russell

George L. Russell is now in charge of the retail advertising department of the Detroit *Times*. He has been advertising manager of the Jewett Radio & Phonograph Company, Pontiac, Mich.

#### C. G. Troy Joins "Chain Store Age"

Cyrus G. Troy has joined the staff of *Chain Store Age*, New York. He was formerly with the Condé Nast Publications.

#### Joins Archer A. King, Inc.

R. P. Hohmann has become a member of the Chicago staff of Archer A. King, Inc., publishers' representative.

C. E. Van Hecker has joined C. E. Brinckerhoff, Chicago advertising agency, as an account executive.

## Boston Evening Transcript

has a national reputation

as an independent newspaper of high ideals and as a fearless exponent of straightforward Americanism.

It is clean, wholesome, helpful and uplifting.

Established almost a century ago, its high percentage of buying power circulation is unique in the field of journalism. We believe national advertisers appreciate this fact.

#### National Advertising Representatives

CHAS. H. EDDY CO.

R. J. BIDWELL CO.

Boston

New York

Chicago

San Francisco

Los Angeles

*Research* is equally important in the making of plans and the preparation of copy. This department of our service has, since the start of our organization in 1916, been under the personal direction of one of the founders of our organization.



BARROWS, RICHARDSON  
& ALLEY  
*ADVERTISING*

NEW YORK OFFICE:  
19 WEST 44th STREET

BOSTON OFFICE:  
77 FRANKLIN STREET

# *The* Oregon Journal

leads every newspaper in  
Portland in local display  
Advertising

- 1** For the fifth consecutive year, the Journal has led in total local display.
- 2** In 1925, department stores used 28% more space in the Journal than in the second paper.
- 3** In 1925, the Journal gained more in local display than all other Portland newspapers combined.

*The*  
**Oregon Journal**  
is the first "buy" to COVER  
Portland & Oregon

[ BENJAMIN & KENTNOR CO.  
REPRESENTATIVES  
900 Mallers Bldg. Chicago Ill.  
2 West 45th St., New York, N. Y.  
401 Van Nuys Bldg. Los Angeles, Calif.  
58 Sutter St., San Francisco, Calif. ]

*The Largest Afternoon Newspaper in the Pacific Northwest*



# Hard-Hearted Sales Managers

This Salesman Claims They Are So Obsessed with the Desire to Make Money That They Overlook the Human Element

By J. L. Beck

I READ with great interest C. C. Casey's article on "Is Turnover of Salesmen a Blessing?" in the February 11 issue of *PRINTERS' INK*. I am a salesman and turn in about \$142,000 worth of business a year. I don't try to make myself believe that my house wouldn't get this business if I quit because such is probably not the case. I have been with this house four years and the last two years, in dollars and cents, have averaged the same, although there was about a 25 per cent increase per year up to that point.

Any sales manager will tell you that one of the greatest assets a salesman can have is loyalty, yet little is said about the loyalty of the house to the salesman. I refer particularly to the case of Jones and Smith in Mr. Casey's article. Smith had produced the goods up to the point where he was worth his salary. Jones, being ignorant of Smith's salary, was willing to go in for much less, a plain case of price cutting, although instigated by the sales manager. In other words, Jones was worth more but didn't know it.

In my estimation, Jones should have been started off at Smith's salary, the benefits accrued from increased business to belong to the house. Of course, if a salesman is on a commission basis this does not apply. When a business is done on a commission basis it is simply a case of a house employing others for the distribution of its goods. Each house figures a profit on its business which varies with the amount of business done. The salesman is an institution as well as the house. He gives his time and energy to building up sales and is entitled to a legitimate return.

The business of living makes a salesman more or less subservient to the boss especially when he is on a salary basis. Nine times out

of ten when a salesman loses his job he has to begin all over again. Whether he holds his job or not depends on the ideas and attitude, often, of one man. The more loyal he has been to his former house, the harder it is for him to embark in the same business with another house.

This, however, is not conducive to thorough loyalty to headquarters. On this basis, a man can only look forward to being fired after he has spent thirty or forty years of his life in faithful service. Of course, at the end of that time I suppose he should have enough to live on comfortably, but anyone knows that on a salary of \$4,000 to \$5,000 a year, today, one has very little left to do anything with. On top of that, a young man might come along and take his job at half the price and produce a little more because the major portion of the work has been done and he can bend his efforts toward making an increase.

The one and only desire in sales management today is to make money. Nothing else matters. It seems to me that if a little more of the human element was introduced into this matter, more money would be obtained and more evenly distributed.

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## Toilet Goods Account for Mason-Sullivan

Grace Jocelyn, New York, Galatea beauty preparations, has placed her advertising account with Mason-Sullivan, Incorporated, New York advertising agency. Magazines, business papers and newspapers, in large cities, will be used.

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## Transferred by L. & H. Stern, Inc.

The special sales department, having charge of the merchandising of briar smoking pipes made by L. & H. Stern, Inc., Brooklyn, N. Y., for advertising purposes, has been transferred to the Philadelphia office. William P. Bushell is manager.

## Death of Mrs. Laura Nelson Kirkwood

Mrs. Laura Nelson Kirkwood, sole trustee of the William Rockhill Nelson Estate which is publisher of the *Kansas City Star* and *Times*, died at Baltimore on February 27. Under the terms of the late Colonel Nelson's will, his wife and daughter were made trustees for life. Mrs. Nelson turned over most of the control of these newspaper properties to her daughter, Mrs. Kirkwood, who became publisher of the *Times*, while her husband, Irwin R. Kirkwood, was appointed publisher and editor of the *Star*.

Mrs. Nelson died in 1921 and, with the recent death of Mrs. Kirkwood, the newspaper properties, which also include the *Kansas City Weekly Star* as part of the Nelson estate, pass under the control of a board of trustees to be appointed by the presidents of the State Universities of Missouri, Kansas and Oklahoma. The will instructs these trustees to dispose of the newspapers within two years and invest the proceeds in the purchase of works of art for the Kansas City Art Museum. The value of the estate is estimated at about \$8,000,000.

## Arnold H. Jones Dead

Arnold H. Jones, former president of the Rockland, Me., *Courier-Gazette*, and of the Maine Press Association, died at that city on February 28, at the age of sixty-eight.

## Oliver Jaynes Heads Arizona Newspapers

Oliver Jaynes, general manager of the *Tucson Citizen* was elected president of the Arizona Daily Newspaper Association at its annual meeting, recently held at Bisbee. Folsom Moore, of the *Bisbee Daily Review* was made vice-president and Ralph Ellinwood, of the *Tucson Arizona Star*, is secretary.

It was the opinion of association members that a united effort should be made to stop the activities of publicity seekers and it was decided that all publicity must thereafter pay the regular advertising rates.

## Brick Makers Discuss Advertising

The Common Brick Manufacturers Association of America, which recently held its eighth annual convention at New Orleans, gave over a whole day to the discussion of advertising. Plans for a national advertising and educational campaign on the advantages of building with brick were made at this session.

## A. J. Lambkin Leaves Ferry-Hanly

Miss A. J. Lambkin has resigned as director of medium space on the staff of the Ferry-Hanly Advertising Company, Kansas City, with which she had been associated for a number of years.



**MORE POWER TO YOUR ADVERTISING**  
..... *and less waste!*

**T**HE art of advertising is the art of selecting from the sea of sales possibilities that one method which will best accomplish the advertiser's purpose at the least expense. With such endless possibilities to choose from, it is not surprising to find waste entering here.

Our book "Waste Places" will be mailed to advertisers on request.

**Doyle, Kitchen & McCormick, Inc.**

2 WEST 45<sup>th</sup> STREET NEW YORK

*Advertising*

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# Press Telegram Rotogravure Picture Section



**A NEW ROTOGRAVURE SECTION of 8 PAGES**  
In The LONG BEACH

READ IN  
WITH  
OF THE PICTURES  
OF  
GREATER  
LONG BEACH

## Press Telegram

... EVERY SUNDAY ...

EXCELLENCE  
OF PRINTING  
ON A PAR  
WITH THE  
BEST IN  
ROTOGRAVURE

Not a tabloid—not a syndicated section. It is printed exclusively for the PRESS-TELEGRAM. Replete with local, national and world-wide features—a complete pictorial section.

Three California Newspapers Use ROTOGRAVURE  
San Francisco Chronicle, Los Angeles Times and now...  
The LONG BEACH PRESS-TELEGRAM.

OVER 37,000 NET PAID CIRCULATION

CO 3

First May 1st, 1926, Circulation: 30,000. Accepted as 2nd class

Sample Copies May Be Secured from Press-Telegram National Representatives

IN CHICAGO

WILLIAM LOWMEYER & COMPANY  
360 North Michigan Avenue

ON THE PACIFIC COAST

M. C. MCKENNEY & CO.  
San Francisco — 104 Market St.  
Los Angeles — 721 Yale Bldg.  
Seattle — 312 Madison St.

IN NEW YORK

WILLIAM LOWMEYER & COMPANY  
221 Fifth Avenue

# 90% home coverage!

# York County, Penna.

**Wages in manufacturing plants alone in York County in 1924 were \$22,199,800.00.**



1. Two-thirds of the personal property tax of the county comes from outside its largest city.
2. York is the 14th county in the United States in agricultural wealth.
3. Second county in Pennsylvania in farm owned cars.

## York (Pa.) Gazette and Daily

*(Covers the whole field completely and intensively)*

**Howland and Howland**  
National Representatives

**NEW YORK**  
393 Seventh Ave.

**CHICAGO**  
300 North Michigan Avenue

## Insurance Advertiser Congratulates the Police

The number of traffic accidents in Detroit is very small when compared with those in other cities. This is due to the efficiency of the Traffic Division of the Detroit Police Department in studying and adopting various systems and mechanical safeguards for traffic control. As a result, the loss of life and property has been materially reduced in that city. In this one respect the insurance companies would naturally be interested. One company was so grateful for the results obtained by the traffic police that it used a full-page newspaper advertisement to express its appreciation.

A cut of the company's headquarters appeared at the top of the page. Just beneath was its name, the Standard Accident Insurance Company. A sub-head following the name read, "Extends Its Compliments and Appreciation to the Traffic Division of the Police Department." The copy told of the difficult problem facing this division, because of the manner in which the streets of Detroit are laid out and the fact that it has more automobiles registered in proportion to its population than any other large city. A table, based on the statistics of thirty-one companies writing public liability insurance, shows the ratio of accidents, per hundred cars, in seven of the largest cities, with Detroit as the lowest.

The closing sentences of the advertisement read: "Through the tireless efforts of these men, Detroit motorists are able to enjoy insurance rates much lower than those of other large cities. For this we pay our respects to the very efficient Traffic Division of Detroit's Police Department."

## Kelly-Springfield Sales Have Large Increase

The sales of the Kelly-Springfield Tire Company, New York, for the year ended December 31, 1925, amounting to \$9,893,844, were \$2,640,098 over the previous year. Net profits in 1925 were \$1,452,577, against a net loss in 1924 of \$1,525,748.

## H. M. Dunton with A. G. Morse Company

H. M. Dunton, formerly advertising manager of the F. H. Roberts Company, Boston, maker of Apollo chocolates, has been made sales manager of the A. G. Morse Company, Inc., Chicago, chocolate manufacturer.

## Appoints Cleveland Agency

The Children's Clinical Laboratory, Hamilton, Ohio, manufacturer of Kid-dieKit and Childent, preparations for the care of infants' and children's teeth, has appointed The Nichols-Evans Company, Cleveland advertising agency, to direct its advertising account. Newspapers will be used.

## Youth Must Be Served ---In Advertising

Modern advertising takes count of all changes which affect the life of the individual. It breaks down the tradition of obsolete selling customs.

Youth has buying influence in the modern home where a generation ago it wasn't even listened to.

Have you considered this, and are you applying it to your own advertising?

### SMITH, STURGIS & MOORE, Inc.

*General Advertising Agents*

1463 Broadway at 42nd St., New York

London: Premier House, Southampton Row, W. C. 1

## WANTED

### FOR SERVICE AND CONTACT

A large Middle Western advertising agency has immediate need for an aggressive, capable advertising man with specialized experience in the office appliance and specialty field—in accounting systems, bookkeeping, calculating, adding machines, etc.

He must have a sound, fundamental knowledge of accounting and accounting problems in various lines of business.

He must possess analytical and creative ability, be able to grasp and formulate ideas, and be a good judge of copy and layouts.

He must have a personality which enables him to meet chief executive officers of clients and inspire their good-will and confidence.

If you are confident that you are the man for the job, write us a detailed account of yourself, your experience and state the salary you feel you are qualified to earn.

Your letter will determine largely whether further consideration will be given to your application.

This is not addressed to the inexperienced beginner. The applicant must have the desired qualifications and prove it from the start. The opportunity for advancement is exceptional.

Address "A," Box 111, Printers' Ink

Herbert Krancer

PUBLISHER

ELIZABETH TIMES

*"Elizabeth's GROWING Newspaper"*

ELIZABETH, N. J.

ANNOUNCES

The Appointment of

PAYNE, BURNS & SMITH  
INCORPORATED

New York

Boston

Atlanta

AND

G. LOGAN PAYNE CO.

Chicago

Detroit

St. Louis

Los Angeles

# When the Copy Writer Turns Characterizer

Cross-Sections of Human Nature with Words as the Photographer of Life

By A. L. Townsend

VERY likely you have read such a vivid description of an individual that you were led to exclaim: "I can almost see that person!" Advertising is making use of this idea and in very novel and effective ways.

One national advertiser has said that his most popular copy style has been that which deliberately sought to portray certain popular or universally-known types. He claims that readers apparently take genuine delight in matching these descriptions with personal acquaintances. Then again, it is his assertion that when copy accurately sets down a description of the reader himself, his thoughts, reactions and habits, the response is hearty.

Copy portraiture has progressed. Some of these bits of description are almost inspired.

Reading between the lines, one may easily picture the person, even though no illustration accompanies.

Do you know this type for example?

No doubt you know her, the woman famed for her entertaining. Though she is not wealthy, her dinners and luncheons and teas are invariably correct. Though she has but one servant, the serving of her meals is gracious and unruffled. Course after course they never fail to delight. You have sought in vain her secret as a hostess. The food is good, yes; but not unusual enough to make the difference. She, herself, is exceedingly pleasant, but not a flashing wit. What is it, then?

This extract is from a Rogers Bros. silverware advertisement and is indicative of the newer spirit expressed in copy characterization. There is genuine pathos in this word-study of an old-line clerical worker:

Midnight in the accounting department. The bookkeeper toils on, oppressed with the sure knowledge that he cannot complete the previous month's postings on time. And what will "they"

say when the monthly statement is delayed—again! Hurriedly, nervously, the bookkeeper searches for the next account. Reams of awkward pages must be flopped and reflopped. Crumpled ruffled edges delay his searching fingers. At each operation he loses precious minutes.

It is not difficult to picture the high desk, the cramped figure and the fatigue of the midnight hour. It is all there, in picture-words.

Tersely, another advertiser paints a picture of a well-known man about town:

He handles things—everything—in a big way. He doesn't know the word compromise. Even in his dress he is sensible, outstanding. Of course, he demands value. That is the first essential of success. Next he looks for good appearance, because he associates with people who regard the niceties of life with respect.

There is a certain emphatic finality to this word-portrait which makes it possible for one to settle upon a type and to draw a mental illustration of him.

Here is a very clever bit of verbal portraiture:

If you don't know Lucifer Yourstuck, you know someone just like him. If your wife buys a rug or an ice-box, or if you buy a suit-case or a bundle of shade trees, Lucifer will examine, mildly admire, and then tell you where you could have bought it for much less money. He has a noisy contempt for your favorite department store. He has seen the kitchen of your pet restaurant, and he knows enough about your garage man to send him to jail. Your vacuum cleaner, your heating system, your roofing paint and your typewriter are all the wrong kind. No matter what you buy, his mission in life is to make you wish you hadn't.

A complete picture of a definite type of man, done with terse sureness.

And you find yourself admitting that you know just such an individual as this. You nod approval. Your sympathetic interest is at once aroused.

Therein lies the "trick" of such



## Here is no Camouflage

**B**RAUNWORTH & COMPANY are printers who understand the important influence of printing quality on your sales volume—yet will not *camouflage* their service by posing as advertising or sales counsellors.

Your advertising department or agency will profit by using the quality work of a plant that is completely equipped for quantity production at moderate prices.

—Printing and Binding.

*Executives should read  
PRINTED SELLING  
our monthly messenger*

BRAUNWORTH & COMPANY,  
INC.

60 BROADWAY

BROOKLYN, N. Y.

Telephone Stagg 6300

writing, if, indeed, trick may be applied as even one of the definitions. The best of these cross-sections of human nature are surprisingly genuine, sincere, realistic. They do not exaggerate.

"You know him," suggests an advertiser of radio receiving sets. "He commutes on your train, probably, and is an enthusiast on the subject. He has purchased several instruction books and reads every word in every special radio section of the newspapers. When he 'gets' a distant station, he talks about it all the way down.

"The neighbors all know him because, the very evening they are invited over to hear his set, it doesn't work and all he gets is static. But he is hopeful, enthusiastic and a booster. He can tell you the names of every tube manufactured and long before any of his friends had a device for charging batteries at home, he was explaining how his worked."

Just as the novelist brings to life the characters in his volume, vividly, unforgettably, so have advertisers found a way of animating the people who play parts in their campaigns.

Advertising has its Anthology of Just Folks, and a collection of them, in book form, would most assuredly impress one with the great variety of its classifications.

### Wilbur Lewis with Joseph Richards Agency

Wilbur Lewis has joined the copy and contact staff of the Joseph Richards Company, Inc., New York advertising agency. He previously was with the J. Walter Thompson Company, Inc.

### Steel Account for the Buchen Agency

The Kalman Steel Company, Chicago, manufacturer of steel bars, forms, etc., has appointed The Buchen Company, advertising agency of that city to direct its advertising account.

### Appointed by Shakespeare Company

B. Barringer has been appointed advertising manager of the Shakespeare Company, Kalamazoo, Mich., maker of fishing tackle.



# Since 1920—

## St. Paul Has Grown 27% Now — City Population

**295,000**  
**(68,500 families)**

### Daily News

### Circulation (afternoon)

**87,601**  
**(January 1926 figures)**

This coverage measures up with leading metropolitan newspapers in other large centers. It assures national advertisers of good results. It is a profitable advertising buy.

## DAILY NEWS of ST. PAUL

C. D. BERTOLET

General Manager of National Advertising  
30 North Dearborn Street, Chicago, Ill.

New York Representative  
E. E. Wolcott—366 Fifth Ave.

Chicago Representatives  
B. D. Butler, H. K. Black, T. C. Lemon  
30 N. Dearborn St.

San Francisco, Cal., Representative  
A. J. Norris Hill—Hearst Building

Kansas City Representatives  
Davies & Dillon—Land Bank Bldg.

# Dreams

**M**AKING dreams come true is everyday work in the complete printing establishment. There broad experience helps make advertisements look on paper as they do in mind. *We do.*

**McGRAW-PHILLIPS  
PRINTING COMPANY**

INCORPORATED

*A Complete Printing Establishment*

10th Ave. at 36th St., New York



**Underwear & Hosiery  
Review**

93 WORTH ST NEW YORK

## New Accounts for Cleveland Agency

The John S. King Company, Cleveland advertising agency, has been appointed to direct the advertising of the following accounts: The Vreelands, Cleveland, which will use magazines; the Clarence H. Collings Company, Cleveland, marble tiles, which will use newspapers and direct mail; the Independence Nurseries, Independence, Ohio, which will use magazines, newspapers and direct mail, and The Cleveland Household Supply Company, Cleveland, distributors of Cleveland chinaware, which will use magazines.

## American Section for "The Connoisseur"

The Connoisseur Publications of America, Inc., New York, has been formed to manage and edit a section devoted to current American art topics, which will be added in this country, to *The Connoisseur*, London. James I. Clarke is business manager and A. P. Afanassief is advertising manager of the American department of *The Connoisseur*.

## G. S. Dyer with Irwin Jordan Rose Agency

George S. Dyer, formerly secretary of Henry Decker, Ltd., New York, has joined the Irwin Jordan Rose Company, Inc., advertising agency, also of New York, as vice-president. At one time he was with the E. T. Howard Company, New York.

## New Advertising Service at Pittsburgh

Lambert Smith, G. Reid Schreiner and S. G. Smith, have started an advertising service at Pittsburgh, Pa., known as Smith, Schreiner & Smith, Inc. Lambert Smith was formerly with the *Oil and Gas Journal*, Tulsa, Okla.

## New Account for Ferry-Hanly

The Newspaper Institute of America, New York, has appointed the New York office of the Ferry-Hanly Advertising Company, Inc., to direct the advertising of its correspondence course in newspaper writing.

## With Foote & Morgan

Edna Colladay Pierce, recently an account executive with the Hicks Advertising Agency, Inc., New York, has joined Foote & Morgan, Inc., advertising agency, also of New York, in a similar capacity.

## Des Moines "Capital" Drops Sunday Issue

The Des Moines, Iowa, *Capital* has become a six-day newspaper, having discontinued its Sunday edition.

# 1,200,000

German Americans will buy what you have to sell—if you meet them on their level and sell them in their own language.

You can accomplish this quicker and with less sales resistance by telling your story to them in the

## NATIONAL WEEKLIES

In a Quarter Million of these German American homes in small towns and farms in the most prosperous farming sections of the United States the National Weeklies render a practical service—that's why they are the preferred papers.

**Let us Help You Introduce Your Product  
in this Market**

Sales Literature and Market Information Available

## NATIONAL WEEKLIES

Haus und Bauernfreund  
National Farmer

**WINONA, MINN.**

America Herold  
Lincoln Freie Presse

**W. A. DOPKE, Adv. Mgr.**

Representatives:

<b>NEW YORK</b>	<b>CHICAGO</b>	<b>KANSAS CITY</b>	<b>MINNEAPOLIS</b>
Louis Klebahn	A. T. Sears & Son	E. A. Samuelson	G. A. Bydal
280 Madison Ave.	1354 Peoples Gas Bldg.	305 Coca Cola Bldg.	355 Loeb Arcade

# A Record

## That Means Much!

Among all the six-days-a-week newspapers published in the land, we make the verified statement that, based on volume of advertising published during 1925, in four important classifications, the

### Newark Evening News

#### Ranks First in the United States

This record must mean much to the advertiser who analyzes his market and chooses his medium.

#### FIRST in CLASSIFIED ADVERTISING:

*shows intense reader interest.*

#### FIRST in AUTOMOBILE ADVERTISING:

*shows the purchasing power of its readers.*

#### FIRST in FOOD ADVERTISING:

*shows its influence in the Home.*

#### FIRST in NATIONAL ADVERTISING:

*shows its standing in a territory recognized as the World's Greatest Market.*

Complete coverage of so productive a field can only be had through the use of the advertising columns of the

### Newark Evening News

*"Always Reaches Home"*

215-221 Market Street

Newark, New Jersey

EUGENE W. FARRELL

Business and Advertising Manager

O'MARA & ORMSBEE, INC.

General Representatives

New York

Detroit

Chicago

San Francisco

## What Constitutes a Good Slogan?

INTERLOCKING TILE CORPORATION  
CLEVELAND, OHIO

Editor of PRINTERS' INK:

We are thinking of adopting an advertising slogan, "Ask Your Architect." Will you kindly search your clearing house of advertised slogans and advise us if this is in use?

INTERLOCKING TILE CORPORATION  
H. F. JORDAN,  
General Sales Manager.

IT happens that PRINTERS' INK has no record of such a phrase being in use as a slogan. But it would scarcely have been admitted to our list in the first place, for the reason that it is so much like such phrases as "Ask Your Grocer," etc., with which so many advertisements close, as to be commonplace. If we are not mistaken, "Ask Your Architect" has been used so often in the building trades publications as to be virtually anybody's property, and it would be difficult to establish a prior claim to it.

Occasionally queries such as the above indicate that the term "slogan" is not fully understood among all advertisers. A slogan was originally the rallying war-cry of the Highland clans, derived from the Gaelic "sluagh" meaning army, and "gairm," a yell. In modern advertising parlance it has come to mean only a phrase, but a phrase with a distinctive and original turn to it, which will identify or distinguish in the mind of the public the house or goods advertised. The more of the rallying quality which a slogan has, the better it is. In its ideal form, it should not be susceptible of too easy imitation or have a hackneyed sound. First and last, slogans should be distinctive.

Manufacturers and others are continuing to register their slogans in the PRINTERS' INK Clearing House. There is no charge for this registration service and a total of 2,515 slogans are now recorded in our files. Following is a list of those which have been

## The Atlanta Journal Atlanta, Ga.

Gravure Service Corporation again represents The Atlanta Journal for Rotogravure advertising.

Rotogravure sections are issued by The Journal Wednesday and Sunday.

*Advertising in  
The Journal  
Sells the Goods*

## works


Our "works," as they say in England, remain at 27 E. 31. Our offices are now at 468 Fourth Avenue, just around the corner. Glad to see you!



CURRIER & HARFORD L<sup>td</sup>

*Selective Advertising*

468 Fourth Ave. N. Y. Cal. 6076



## GILBERT P. FARRAR

Builder of  
Advertisements and  
Sales Literature

ONE MADISON AVENUE  
NEW YORK, N. Y.



### Author

"How Advertisements Are Built"  
D. Appleton & Co.

Lecturer New York University  
School of Advertising & Marketing



### The title:

"There are men—"

Is your advertising appropriation small? Are you "ashamed" to lay your problem before one of the big advertising agencies? Ask for the folder whose title is given at the top of this little advertisement. The two minutes it takes to read it may prove well spent.

*Cornell Ridderhof*

Advertising  
Times Building  
New York

registered recently.—[Ed. PRINTERS' INK.]

*Always Accurate.* Guarantee Liquid Measure Co., Rochester, Pa.

*America's Best Cartons.* Sefton Mfg. Corp., Chicago.

*Aristocrat of American Roofing.* The American Sea Green Slate Co., Granville, N. Y.

*Better—Costs Less.* Crosley Radio Corp., Cincinnati, Ohio.

*Better Shoes for Less Money.* Endicott-Johnson, Endicott, N. Y.

*Business Pencil.* The Joseph Dixon Crucible Co., Jersey City, N. J.

*Built First—to Last.* H. N. Reynolds Shingle Co., Grand Rapids, Mich.

*City of Industrial Opportunity.* The Warren, Pa.

*Cleans Teeth the Right Way.* Colgate & Co., New York.

*Clothes in the New York Manner.* Weber & Heilbronner, New York.

*Delicious in Flavor—Rich in Nutrition.* Corn Products Refining Co., New York.

*Double Action Single Cost.* (Sunbrite Cleanser) Swift & Co., Chicago.

*Enchanted Land of Opportunity—Florida.* Jacksonville, Fla.

*Eyes of Youth.* (Eye Creams) Gertrude Shyde, New York.

*Feels Like Walking on Velvet.* Clinton Carpet Co., Chicago.

*First Cost Is the Last Expense.* The New Jersey Zinc Co., New York.

*Floor with Maple, Beech or Birch.* Maple Flooring Mfrs. Assoc., Chicago.

*For Every Floor in the House.* (Linoleum) Armstrong Cork Co., Lancaster, Pa.

*For Making Good Things to Eat.* Southern Cotton Oil Co., New York.

*For Strength Where the Stress Comes.* The International Nickel Co., New York.

*For the Gums.* (Tooth Paste) Forhan Co., New York.

*Goes a Long Way to Make Friends.* General Tire & Rubber Co., Akron, Ohio.

*Hammer with a Backbone.* The American Hammer Corp., New York.

*Hand in Hand with Fashion.* (Mesh Bags) Whiting & Davis Co., Plainville, Mass.

*Heart of the Fruit Belt.* The Benton Harbor, Mich.

*Holmes Rugs for Artistic Homes.* Archibold Holmes & Son, Philadelphia.

*If It's a Paramount Picture It's the Best Show in Town.* Famous Players-Lasky Corp., New York.

*In Step with Fashion.* Lampe Shoe Co., St. Louis, Mo.

*It Speaks for Itself.* Homer P. Sawyer Mfg. Co., Little Falls, N. Y.

*It's a Mighty Fine Pipe Tobacco.* J. G. Dill Co., Richmond, Va.

*Lacquer Finish That Stays New.* The Zapon Co., New York.

*Leverage Gives Control.* Ross Gear & Tool Co., Lafayette, Ind.

*Made to Stand the Gaff.* Nogar Clothing Mfg. Co., Reading, Pa.

*Magic Cleaner.* The Chemical Supply Co., Cleveland, Ohio.

*National Institution from Coast to Coast.* A. Browning King & Co., New York.

*One Service from Forests to Finished Product.* General Box Co., Chicago.

*Pavement That Outlasts the Band.*

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# These Ads Won A Prize!

KEYED COPY

## These courageous dealers are fighting bootleg gasoline

There is a complete list of the Tidal dealers of New York City. Every single name on this list represents a dealer who is co-operating with Tide Water to prevent you from buying gasoline.

With Tide Water, these dealers have taken the most important step in gasoline business—they are fighting bootleg gasoline by selling genuine Tydol from

reputable sources. This not only guarantees against bootleg gasoline, but also guarantees that you are getting genuine Tydol quality Tydol.

You can have evidence on presentation of these dealers for purchasing them. First take any used gasoline, get a sample of Tydol from the dealer on this list who is nearest your home.

### Gasoline Plan Adds 1,095,000 Gallons Monthly

*This Copy Simply Expresses a Clever  
Merchandising Idea . . . and Wins*

... one loudly; the ... I to buy good

**YOU** have long been interested in the *definite results* of advertising. Now the Harvard Bok Prize Committee has recognized *definite results* as one of advertising's most vital factors. To a campaign famous for the accomplishment of *definite results*,—that of the Tide Water Oil Company—the Committee has awarded a coveted prize.

If you are a subscriber to Keyed Copy, you already know the intimate facts of this prize winning campaign. The complete story and *definite facts* were exclusively reproduced in the pages of February Keyed Copy. As have been the stories and *definite facts* of scores of successful campaigns throughout the past year.

Keyed Copy—have you never seen it?—is the little advertising magazine that reproduces successful advertisements—together with the *definite facts* of their results in **ACTUAL FIGURES!**

It marks the first time in advertising history that any concerted attempt has been made to tell the

## But . . . Do You Know The Facts?

**DEFINITE FACTS** of advertising. "This revolutionary service," says a famous agency man, "is doing more to place modern advertising practice upon a scientific basis than any other force."

Over 2,000 congratulatory letters have poured in during the past few months.

Forty advertising clubs have asked for Keyed Copy subscriptions for lounge-room discussion.

Nine great universities use it for classroom study.

### FREE SUBSCRIPTION

#### Mail Coupon

Keyed Copy is one of the creative, disinterested services rendered by the Advertising Service Bureau of the Macfadden Publications, Inc. Subscription requests entail no obligation now or ever. Just pass this coupon to your secretary, for mailing.



**ADVERTISING SERVICE BUREAU**  
Carroll Rheinstrom, Director  
1926 Broadway, New York

Enter my Keyed Copy subscription, beginning with the February issue which contains the Tydol Bok Prize story—without obligation.

Name .....

Company .....

Address .....  
(Most subscribers give home address)

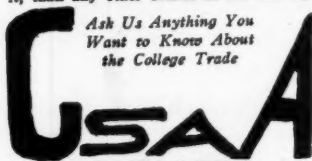
City ..... State.....

## KEYED COPY

Carroll Rheinstrom, Editor  
MACFADDEN PUBLICATIONS, Inc.

## Getting Student Trade Is Mainly a Matter of Knowing How

For a logical product to gain admission to the student market it is only necessary that its manufacturer advertise it in the student papers, at the same time merchandising it in the right way. But in order to find this right way, a prerequisite is an intimate knowledge of all the necessities, customs, buying habits and oddities that enter into the commercial side of student life. This specialized knowledge we have—greater, we believe, in scope and in power to apply it, than any other source in the country.



**COLLEGIATE SPECIAL  
ADVERTISING AGENCY, Inc.**

503 FIFTH AVE., NEW YORK  
37 SO. WABASH AVE., CHICAGO



**ARE** you getting the most out of your typographer in the way of cooperation, speed and economy? Other progressive agencies and advertisers are getting it here.

**SCHMIDT & LEPI**

*Typographers • Printers*

240-248 WEST 40th STREET  
NEW YORK CITY

Pennsylvania 7210-7211

*The National Paving Brick Mfrs. Assn.*, Cleveland, Ohio.

*Photographs of Distinction.* Bachrach, Inc., Newton, Mass.

*Purest Iron Made.* The American Rolling Mill Co., Middletown, Ohio.

*Radio's Best Batteries.* French Battery Co., Madison, Wis.

*Right Paper for the Purpose.* The American Writing Paper Co., Holyoke, Mass.

*Rivals the Beauty of the Scarlet Tanager.* The Parker Pen Co., Janesville, Wis.

*Sign of Paint Success.* The Acme White Lead and Color Works, Detroit, Mich.

*Something More Than Success.* (Honey Scotch Candy) J. N. Collins Co., Minneapolis, Minn.

*Standard of the World.* (Bull Durham) American Tobacco Co., New York.

*There Can Be No Compromise with Safety.* American Chain Co., Chicago.

*There Is One Near You.* (Rexall Drug Stores) The United Drug Co., Boston, Mass.

*This Is the Walnut Age.* American Walnut Mfrs. Assoc., Chicago.

*Wherever It Must Be the Best.* Dayton Engineering Laboratories, Dayton, Ohio.

*World's Standard for Zinc Products.* The New Jersey Zinc Co., New York.

## Death of James Barrett Kirk

James Barrett Kirk, vice-president of the United Advertising Agency, Inc., New York, died recently. He was long engaged in advertising work.

From 1909 to 1914 Mr. Kirk was chief of the copy staff of the Blackman-Ross Company and for six years he was production manager of The Erickson Company. He joined the United Advertising Agency in 1923 as vice-president and art director, occupying this position until his death.

## N. W. Wilson Re-elected by Paper and Pulp Makers

Norman W. Wilson, of the Hammermill Paper Company, Erie, Pa., was re-elected president of the American Paper and Pulp Association at the forty-ninth annual convention which was held at New York from February 22 to 25. D. Clark Everest, of the Marathon Paper Mills Company, Rothschild, Wis., was elected Western vice-president. The new Eastern vice-president is Alex G. Gilman of the Allied Paper Mills, Kalamazoo, Mich.

## R. R. Rau with Furniture Dealers' Association

R. R. Rau has been made secretary of the National Retail Furniture Dealers' Association. He was formerly editor of *Furniture Record*, Grand Rapids, Mich.



# Wanted Executive for Agency

**Unusual opportunity for a high type agency salesman to become an executive and acquire an interest in a growing New York agency.**

I know of an aggressive and promising agency in New York City that is looking for an outstanding agency salesman. The first qualification is that he must have proven ability to sell big accounts. He must have more ability than mere contact work. He must also have had that experience in the advertising field which furnishes him with desirable contacts of big business accounts.

The agency desiring such a man is well organized, fully recognized and has a very fine reputation and standing among the profession. It will give such a man a very well trained and equipped organization for developing such contacts as he may have or may produce.

This is a most excellent opportunity for the right man to become associated with this agency on a profitable and permanent basis, with the further possibility of acquiring an interest after he has proven his ability and worth.

If you are an agency man looking for a future as an executive in an agency, if you are equipped to tackle a man's size job in developing and selling ideas as well as an organization that will perform, it will pay you to get in touch with me.

If you want to talk this over with me, I shall be glad to be taken into your confidence as I have been taken into the confidence of this agency.

**CLIFTON D. JACKSON, Secretary,  
Advertising Club of New York.**

# There's No Getting Away From It!



Not when there's a frame around it; be it picture or merchandise. The frame holds the eye to the picture and doesn't let it go wandering off beyond the rim of the canvas. This basic principle of attention-holding is the

## POWER of BROOKS DISPLAY CONTAINERS

Artistic, lithographed in colors harmonizing with the product, these combined carton and display cases **IMPEL AND HOLD ATTENTION** to the merchandise they contain.

Your product certainly deserves good treatment at your hands; but if in the multitude of fetchingly clad articles being marketed today, you let your product stand among them in garb unattractive, unworthy of its rank, you're not doing your best by it or by yourself. For it won't get all the attention and on-the-spot respect that it should.

**FREE**, without any obligation we will be pleased to furnish you with ideas, dummies and estimates of display containers designed especially for your product. Just tell us your needs.

**BROOKS BANK NOTE COMPANY**

New York

Philadelphia

Boston

Springfield, Mass.



## Credits Advertising with Best Year for Hickok Belts

The results obtained by the national advertising of the Hickok Manufacturing Company, Rochester, N. Y., Hickok belts and buckles, have more than justified the expense involved, according to S. Rae Hickok, who was recently re-elected president. He reported that 1925 was the most successful year in the history of the company.

Lowell W. Shields, who is now in charge of the advertising, was re-elected vice-president.

## Joins Fort Pitt Electrotpe Company

The Fort Pitt Electrotpe Company, Pittsburgh, has appointed J. G. Butterworth service manager. He was formerly sales manager of the Publicity Engraving Company, of that city.

## Ohio Furniture Paper Changes Name

The name of the *Ohio Valley Furniture Dealer*, published by the Fathauer Publishing Company, Cincinnati, has been changed to the *Ohio Valley Furniture Journal*.

## Jones & Sale Open Detroit Office

Jones & Sale, publishers' representatives, Chicago, have opened an office at Detroit. Roy Buell, who will manage the new office, will cover Michigan and Ohio territory.

## A. M. Cheney with Cleveland Hotel

A. M. Cheney, recently with The Corday & Gross Company, Cleveland, has been appointed business promotion manager of the Hotel Statler, also of Cleveland.

## Window Display Convention Next October

Th annual convention of the Window Display Advertising Association will be held at the Hotel Pennsylvania, New York, from October 5 to 7.

## Appoint Grand Rapids Agency

The Chambers of Commerce of Grand Haven, Spring Lake and Ferrysburg, Mich., have appointed the Allan G. Miller Company, Grand Rapids, Mich., advertising agency, to direct their advertising accounts.

## To Join Little Rock Agency

J. Hackett Adams, Jr., formerly of the advertising department of the Carnation Milk Products Company, Oconomowoc, Wis., will join the staff of Robert H. Brooks, Advertising, Little Rock, Ark., on March 6.

# Artist

A small but fully recognized and financially sound agency in Atlanta, Georgia, has an opening for a first-class commercial artist. Working conditions are pleasant. The job pays \$5,200 a year.

This man must take the run of the mill—must be good on figures, lettering, layout—composition both for booklets and newspapers, also color.

He will work for an agency whose product is recognized as strictly modern, and he must also be modern. No amateurs, nor Has-Beens. A good place for a congenial man. We will require a year's contract and exclusive use of his time in Atlanta.

Address "B," Box 112, care of Printers' Ink.

# Advertising Copywriters

One of the country's largest business-paper publishers is enlarging its staff and has openings for

Copy writers for its advertising service department.

Copy writers for its space-sales promotion.

Copy writers for its direct-mail division.

Must be experienced and able to make high-class display advertising rough layouts as guide to artists, and write business text that sells.

State age, experience, nationality and salary requirements. And to index ability enclose a sample or two of best work (which will be returned).

Location: Philadelphia, the Sesqui-Centennial City.

Address "C," Box 113, care of Printers' Ink.

## A Guaranteed 100% Business

### Investment

*for Business Executives, Sales and Advertising Managers, Users of Direct-Mail*

**S**ELLING goods at a profit is not a very easy thing. Out of every 100 persons engaged in industry, 98 know how to make goods, while only two know how to sell. "Anything that can be sold, can be sold by mail." The orders can be secured by Direct-Mail, or sales made easier for your salesmen. There is nothing a salesman can say about what you sell that cannot be written and printed.

**E**VERY issue of POSTAGE contains articles on selling by letters, folders, booklets, house magazines, mailing cards, catalogs, etc. The subscription price is only \$2.00 a year—12 numbers—and is sold with the following guarantee: If, at the end of one year, you write us that POSTAGE has not been a 100 per cent investment for you, we will gladly return to you twice the amount you paid—\$4.00. You to be the sole judge.

Everyone who has anything to do with selling, can profitably read POSTAGE. Your name on your Letterhead will put you in constant touch with selling ideas. Bill will follow.

### POSTAGE

The Monthly Magazine of  
**DIRECT-MAIL SELLING**

Letters, Booklets, Folders,  
House Magazines, Catalogs, Etc.  
18 East 18 Street, New York City

## Sales Executive

now successfully employed, seeks a broader field. He can organize a new sales force or develop your present force into a high-powered selling organization. At present he is general sales manager of a company doing about \$3,000,000 per year. He is 38; married, with a family; a Gentile. Has a genial, earnest and convincing personality. A university graduate with his feet on the ground. Is now making \$10,000 per year, but is looking for a permanent future, not a specified starting salary.

Address "E," Box 105,  
PRINTERS' INK.

## Shall We Cancel?

*(Continued from page 8)*

in advertising will bring more returns than the first because it gathers in the results of this accumulative effect. The advertiser who cancels loses this, the most valuable part of his investment.

The advertiser will lose the co-operation of the publisher. A publisher often gives the best position to his regular customers. Advertisers who are in the habit of cancelling soon lose this co-operation.

The advertiser will be short-rated. Many contracts are made on the basis of the use of a certain amount of space within the year at a certain fixed rate. If a smaller amount of space is used, the rate for all previous advertising will be on the higher-rate basis.

The advertiser will lose preferred positions, which are usually retained from year to year for the advertiser who used the position in the same issue the previous year. Once an advertiser cancels, he loses this advantage.

The advertiser will lose the advantage of the time and money both he and the agency have put into the preparation of the plan, copy and material. In making up the plan, the advertiser has spent a great deal of his time in furnishing the agency with information and in approving the details. The agency has also spent its time and must, through the nature of the business, take a heavy loss of commissions already earned. In addition, the advertiser has probably paid for expensive drawings and cuts which will no longer be useful.

All of these cases should be carefully weighed before cancellations are accepted. While the agency has considerable to lose, the advertiser has much more to lose and these matters should be called to his attention.

Net profits, after charges, of \$1,626,602 are reported by the Eureka Vacuum Cleaner Company, Detroit, for the year 1925. This compares with \$1,601,660 in 1924.

## *Opportunity for* **Specialty Sales Manager**

Manufacturer of nationally advertised high-priced household appliances wants Sales Manager to develop and carry on re-sale plan. Man must have proven record of successful accomplishment. He must know how to hire and keep men; how to train and inspire them so as to get consistently high performance. He must know how to set-up an operating system for the control of sales activities based on budgeted calls, demonstrations and sales.

This is a sales development and will result in one of the largest re-sale organizations in the United States. Therefore, the man who gets this job will have an unusual opportunity to make a handsome place for himself.

Write fully, giving past history: listing jobs and specially successful accomplishments in the line of sales organization and performance. Address "R.," Box 253, care of Printers' Ink.

## HIGH CALIBER

*Business Executive**With Advertising Background*

## WISHES TO CHANGE

*[A \$15,000-\$20,000 man with bigger ideas!]*

This man's ability is reflected in his responsibilities: He is now Art Director of a Two Hundred Million Dollar corporation in the East, and plans and directs an annual expenditure of over a Million Dollars! Before this, he was for several years Advertising Director of a chain of ten retail specialty stores. Before that, he was Advertising Manager of a similar chain of eight stores. Just after the war he directed his own agency; and during the war he held responsible positions in the Naval Service abroad. In his earlier years he was secretary and reporter, and worked with important business and government officials.

This man has been in Big Business for over fifteen years and is a well-rounded executive and organizer. He is a business man in every sense of the word, versed in finance, management and distribution; and he has been through the advertising profession from copy to selling. He is accustomed to developing, directing and inspiring any necessary organization.

He is thoroughly at home in all the major cities of this country, and in England, France and Germany. Besides being traveled, he is well read and well educated. He has a sparkling and dominant personality; cultured, well-groomed, good-natured; and exudes the cordiality that creates a favorable impression and inspires respect. This man is 35 years young, happily married and in tip-top health. He can stay at home or travel, take orders or give them, write or talk, and can work in co-operation and harmony with superiors or subordinates.

Personal interviews can be arranged anywhere. Write or wire Box 243, Printers' Ink.

## Advertising as a Mirror of National Progress

Eleventh District of the Associated Advertising Clubs Holds Its Annual Meeting at Pueblo—Speakers Urge Greater Use of Advertising in Developing Inter-Mountain Region

ADVERTISING was described as a mirror which reflects the various degrees of living standards prevailing among the nations of the world in an address which Karl A. Bickel made before the annual convention of the Eleventh District of the Associated Advertising Clubs of the World. Mr. Bickel, who is president of the United Press Association, referred to the progress of advertising in different countries to show how highly developed advertising reflects a high state of civilization.

"Advertising, as now found in Russia," he said, "is very crude and primitive. It is even surpassed by the advertising of China. South America is a continent where advertising has made great progress in recent years." Mr. Bickel told of one South American newspaper which, up to a short time ago, published editorial matter by itself in one section, grouping all advertising in another section. The publisher, who believed that advertising lowered the standing and influence of his editorial pages, was finally persuaded to put advertising and news on the same pages. The newspaper had an enormous increase in revenue as a result, reaching \$40,000 a month.

The convention, which was held at Pueblo, Colo., on February 23 and 24, was attended by more than 200 delegates. Frank S. Hoag, publisher of the *Pueblo Star-Journal*, in his keynote speech emphasized the power of advertising and told how it could be used in developing the business opportunities of the cities and towns in the intermountain States, and of that region as a whole. This theme was adopted as the basis of

## WANTED

### Experienced Advertising SOLICITOR

@@@

A rapidly growing Masonic magazine published in New York State wants a representative to cover New York State. Must have had experience selling service for advertising agency or space for magazine or trade paper. Good salary and expenses at start with commission agreement as soon as you have proven your worth.

Give full details of past selling experience, earnings and references. Also send photograph of yourself, if possible. Replies held in strict confidence—our own organization knows of this advertisement.

Address "W," Box 258  
Printers' Ink

## Available

A young and therefore progressing plan and copy man, with an unusual record of achievements on several well-known national campaigns, offers his services to a high-class agency or to a large manufacturer with an exacting advertising problem.

Address "U," Box 255,  
care of Printers' Ink.

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## SALESMAN—PLUS

A young man of 34 is in the market for a job. He has had fourteen years of selling experience in several lines, and has called on both manufacturers and dealers. In addition to a successful selling record, he possesses natural advertising ability, and not only can he conceive original ideas; but can also put them into productive effect. Has traveled most of the United States and Canada, and would not object to locating in any section of the globe. Will only consider a high-class proposition where there is a big future for a topnotcher. Address "T., Box 254, care Printers' Ink.

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## WANTED

### A man who can

- put over *big* negotiations.
- get to big men on his own personality and without intermediaries.
- hold his man to the subject in hand and *close business*—not cultivate and wait for it.
- travel if and when necessary.
- invest in himself with assurance of success.
- show by his record that he is justified in aspiring to an income of \$10,000 to \$30,000 or more.

We have the organization, the project, the record of years of success in the business service field, and the rating in Bradstreet's and Dun's. Write fully if you are the man. H. R. Doty, Box 257, Printers' Ink.

a number of the addresses made before the delegates.

H. D. Thoreau, advertising manager of the Gates Rubber Company, Denver, told how his company mailed 5,240,000 letters to dealers' mailing lists for approximately \$58,000. Dealers paid the postage on the series in which there were five letters. He told how this campaign developed 20,000 new customers at an average cost of \$2.40 a customer.

The program of the convention gave places to many different types of advertising mediums. A session of special importance to club executives was a round table discussion on "The Outstanding Achievement of Our Club in the Past Year."

The functions and possibilities of the Associated Clubs and its member clubs were outlined in an address by C. K. Woodbridge, president of the headquarters organization. Frank L. Galle, chairman of the Seventh District, spoke on "Organizing the Exact Science Called Advertising," and Henry Swann, vice-president of the United States National Bank, Denver, discussed "The Responsibility of Financial Advertising." The convention also heard addresses from Sidney Whipple, editor of the *Denver Express*; Alden J. Cusick, General Outdoor Advertising Company, and R. Y. Reaves, Alexander Film Company, Englewood, Colo.

A resolution was adopted in memory of the late Mrs. May Thayer of the headquarters staff.

The convention was presided over by F. E. J. Ronsholdt, chairman of the district. R. E. Faxon of the Denver club was chairman of the committee which arranged the program.

It was voted to hold the next meeting of the district at Greeley, Colo.

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### Akron Agency Appoints C. W. McDaniel

C. W. McDaniel, formerly manager of tube sales of the Goodyear Tire & Rubber Company, has joined Eddy & Clark, Inc., Akron, Ohio, advertising agency, as second vice-president.



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*for*  
**Philadelphia Territory**

we have appointed  
**MR. CHARLES A. LONG, Jr.**  
**1420 Chestnut Street**  
as our representative



**THE H. D. BEACH CO.**  
**COSHOCTON, OHIO**

*Manufacturers of*  
**Lithographed Art Metal**  
**Displays**  
*and other specialties*

**SALES OFFICES:**

**1005 Broad Street**  
**Newark, N. J.**

**168 Dartmouth Street**  
**Boston**

**1415 Pine Street**  
**St. Louis**

**205 Phoenix Building**  
**Cleveland**

**1402 Mallery Building**  
**Chicago**

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# PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS  
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING CO., INC.  
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. TELEPHONE: ASHLAND 6500. President and Secretary, J. I. ROMER. Vice-President, R. W. LAWRENCE. Treasurer, DAVID MARCUS. Sales Manager DOUGLAS TAYLOR

Chicago Office: Illinois Merchants Bank Building, GOVE COMPTON, Manager.

Atlanta Office: 704 Walton Building, GEO. M. KOHN, Manager.

St. Louis Office: Syndicate Trust Building, A. D. MCKINNEY, Manager.

San Francisco Office: 364 Market Street, M. C. MOGENSEN, Manager.

Canadian Office: 92 Adelaide St., W., Toronto, H. M. TANDY, Manager.

Issued Thursdays. Three dollars a year, \$1.50 for six months. Ten cents a copy. Foreign Postage, \$2.00 per year; Canadian, \$1.00.

Advertising rates: Page, \$120; half page, \$60; quarter page, \$30; one inch, minimum \$9.10; Classified 65 cents a line, Minimum order \$3.25.

JOHN IRVING ROMER, Editor  
ROBERT W. PALMER, Managing Editor  
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NEW YORK, MARCH 4, 1926

## Resentment Against Press Agent Grows

A newspaper man of long experience, for many years business manager of the New York *World*, has been doing some thinking on the press agent question. He has set down his thoughts in an article which appeared in a recent issue of *The Outlook*.

"Publicity," he says, "has been elevated to the rank of a profession. All sorts of interests, great and small, employ its agents to reach the crowd through the meek and lowly press. Every sort of cause from prohibition to prize fighting has its exemplars, all glib at copy-producing and toting colossal scrap-books about as totems

of achievement. No charity can make way without an expensive operator, and good works afford unending occupation for the 'publiciteers,' to coin a word. First among them stands Ivy L. Lee, once a *World* reporter, but now the Angel Gabriel for many mighty matters, ranging from the virtues of the Standard Oil Company and the Rockefeller Foundation to the heresies of the Rev. Harry Emerson Fosdick, as well as trumpeting for Billy Sunday. Mr. Lee gravely tells us that he serves Dr. Fosdick without pay because he admires the sweetness of his soul."

It is in his conclusions, however, that we are most interested. It is his opinion that the responsibility for the press is on the shoulders of publications. This is an opinion that PRINTERS' INK has set forth times without number. It is an opinion that must be respected. There are signs showing that pressure will come from the outside to force publications to bow to this opinion.

The president of the Studebaker Company, it will be recalled, wrote a sharp letter on this subject not long ago. In that letter, Mr. Erskine demanded that newspapers either abolish free publicity or that they give it on a basis that may be measured against the amount of money spent for paid space by each automobile company.

J. M. Cleary, a former newspaper man and now director of advertising sales research for Studebaker, has told us of the reaction of newspapers to this letter.

"Mr. Erskine," he says, "received several hundred replies from newspaper editors, including many of the foremost journalists in the United States and Canada. In the main, they fully agreed with him that the elimination of this evil lies entirely in the hands of the newspaper publishers.

"Many of them stated frankly that they increased their rates for automobile advertising to take care of the extra expense involved in giving free publicity. They admitted that this free publicity was often devoted largely to stories

about cars which did little advertising, constituting in effect a rate discrimination against those cars which ran a large volume of advertising but which did not clamor for proportionate publicity.

"Some editors claimed that they did not charge the automobile advertiser extra, but made up the expense out of the general rates charged to all advertisers."

Mr. Erskine's letter has stirred up interest on the subject in advertising agencies. Frank J. Mooney, of the D'Arcy Advertising Company, for example, not only backs up the demand made by Mr. Erskine, but also makes the suggestion that a number of advertisers in the automotive field come together and insist that newspapers either give genuine automotive news or none at all. In a letter sent to newspapers Mr. Mooney says:

"Most of us allied with the automobile industry, from manufacturer to newspaper, realize that publicity is a parasite on the business. The wonder is we don't all get together and do something about it."

Then he makes the concrete suggestion of a meeting of certain automobile associations with newspaper associations, all to the end that the press agent be eliminated.

Such action by industries and the pressure of public opinion are certain to drag the press agent question into the open and force publications to abandon him. There can be no doubt that present indications point clearly to such results. How much easier it would be if publications would put their own house in order!

### **Use Scare Copy with Caution**

A group of grocers in Chicago, urging consumers to telephone them for food, advertises, "Don't send Johnny to the store. Don't send your children for groceries—there's death in the errand! That's the warning of Coroner Oscar Wolf." A photograph of the stern-faced coroner shows him with one hand raised emphasizing the words, "This slaughter is get-

ting worse every year. I wouldn't think of sending my children out for groceries." At the bottom of the advertisement are four photographs. The first pictures a mother sending her son to the grocery on an "Assignment to die." The delightful series closes with policemen "taking the body home."

By all means let's stop sending Johnny to the store. Let's stop sending him to school, to church or anywhere else except to bed. Don't let Daddy risk his neck going to work on the subway, elevated or interurban. Can't we talk Mother out of keeping her appointment tomorrow at the beauty parlor? What price marcelles? She may return a helpless cripple.

Sometimes it takes strong copy and highly dramatic pictorial appeal to stir people to act in a certain way, even when it is obviously to their advantage. Scare copy has its place. It can be highly effective without offending the rules of good taste or sound merchandising. But it must be used cautiously.

A very real menace to the sound growth of advertising appears when so much scare copy creeps into the advertising pages that readers rebel and perhaps turn away in disgust. That condition may come about quite easily. We believe that such copy as "Don't Send Johnny to the Store" induces it.

The question is not one of doing away with scare copy. That is not necessary. All that is necessary is that it be used with intelligence, caution and good taste.

### **Good Sales Convention Stuff**

Sales managers often wonder what to tell salesmen at sales conventions. Talks on selling are good reliable staples and generally find a place on every convention program, but what the members of the sales staff want above and beyond any sort of talk, no matter how good it may be, are practical demonstrations of the product.

An excellent example of the kind of demonstrations that are most welcome was mentioned in an article that appeared in PRINT-

ERS' INK of February 4, describing methods used by the U. S. Gypsum Company to get the salesmen of that organization to sell its full line of products. During a convention at Chicago several weeks ago, attended by 300 of the company's salesmen, some dozen or more of U. S. G. products were demonstrated in the following manner: A lot of cinders, sand, brick, reinforcing rods, metal lath, timber and plasterers' equipment were unloaded on the floor before the salesmen and then rolled in a concrete mixer. Workmen then proceeded to build a house or enough of the outside and inside walls, floors and partitions to show the use of each U. S. G. product. The various operations were explained by an expert as they were performed and the salesmen asked the kind of questions which might be asked by their contractor-customers out in the field.

There are literally thousands of products about which it is almost impossible for the salesman to make any sort of convincing talk on quality. Wood is wood, cement is cement, silk is silk, wool is wool, steel is steel, and when the salesman calls on the dealer or the consumer and he gets his grand opportunity to put over that big talk on quality, he is somewhat appalled at the hollow sound of his own voice. Salesmen listen to talks on selling as respectfully as they listen to talks on quality by the factory superintendent—it is an inevitable part of the convention program, interesting if the speaker is interesting.

Demonstrations, on the other hand, may not be easy things to stage. They take time and cost money, and litter up the convention floor in a way that suggests a wanton waste of good material. But nothing so effectively sells the salesman on a product as a practical demonstration, and if the product is a basic material, or one in connection with which quality is an important selling point, there is no more certain way to give the salesman something tangible to tell the dealer than the facts brought out by a demonstration.

Leave plenty of room on the sales convention program for the demonstration. It is stuff of which the salesmen never get enough.

**Catering  
to Big  
Customers  
Exclusively**

David N. Mosessohn, executive chairman of the Associated Dress Industries of America, said, not long ago, that 5,000 garment manufacturers are confining their selling efforts largely to getting business from the country's 500 large stores. In the meantime, he said, they are neglecting the 35,000 smaller dealers from whom they could get vastly more business if they went after it.

What Mr. Mosessohn said is true. The large stores in every city are hounded by salesmen. Every morning approximately 1,000 salesmen call at each of the offices of several of the more important resident buyers in New York. These buyers represent only a comparatively few stores. Of course, but a small percentage of these salesmen can be given an order.

The trouble with the women's apparel business is the same trouble that dogs all manufacturers who cater exclusively to big customers. Because these big customers do much of their buying in New York and other central markets, it is figured most of the country's buying is done that way. Well, it is not. By far the biggest end of the retailer's buying is done at home—in the buyer's own place of business.

It is a mistake to wait for the buyer to come to market. It is necessary to go out after him—through salesmen, through advertising and in every other way that he can be reached.

When manufacturers do go after business, through the highways and byways of the country, they find that there are a thousand buyers for the one buyer who would have visited the market unsolicited.

Percy J. Orthwein has been elected a director of the D'Arcy Advertising Company, Inc., St. Louis. He has been with that agency for twelve years.

# Selling the Family

If the manufacturer of a product used in the Home can SELL THE FAMILY, he can SELL THE NATION!

Such is the aim and object of all National Advertisers in this class.

If you desire 100% interested and concentrated reading of your advertising, how are you to get it?

Have you *ever* had it?

Gain Repetition of Appeal—without Repetition of Expense!

Reach the Parents THROUGH THE CHILDREN!

“Add the Children to your Sales-Force.”

This we can do for you—This we recommend to you as sane psychology.

CONSULT NOW

**CHARLES FRANCIS PRESS**

*Sales Promotion Campaigns  
to Dealer and Consumer*

461 EIGHTH AVENUE  
NEW YORK

# Advertising Club News

## Philadelphia Bureau Re-organized

Through the efforts of the Retail Merchants Bureau of the Chamber of Commerce, of Philadelphia, under the leadership of Irving L. Wilson, president of Reed's Sons, a meeting was held on February 24 for the purpose of reorganizing the Better Business Bureau of that city. Herbert Tily, vice-president of Strawbridge & Clothier, who presided, said that Philadelphia could not afford to be without a Better Business Bureau.

It was stated at the meeting that \$25,000 of the \$30,000 budget needed for the work during 1926 had been pledged before the meeting was called to order.

The following officers were elected: President, William H. Hutt, deputy governor of the Federal Reserve Bank; vice-presidents, Mr. Wilson, and William L. Nevin, John Wanamaker's; treasurer, Walter K. Hardt, vice-president, Fourth Street National Bank, and secretary, Philip Kind, S. Kind & Sons.

The directors are: Carl N. Marton, Thomas Wriggins, Hancock Payne, Harry C. Thayer, Ralph W. Cook and Mr. Tily.

Hugh Smith, of Utica, N. Y., was appointed manager.

\* \* \*

## Directors of Toledo Bureau Elected

The Better Business Bureau of Toledo, Ohio, recently held its annual meeting and elected Earl A. Hulce as temporary head, and Homer Frye secretary.

The following directors were elected. T. H. Sewell, R. C. Patterson, Julia Coburn, Leslie Neafie, James Pollock, Frank Saxton, H. E. Anderson, B. R. Baker, S. C. Barbour, Louis Busse, T. H. Deardorf, T. A. DeVilbiss, E. A. Hulce, A. H. Koch and A. C. Wanamaker.

\* \* \*

## Club Brings Retail Salespeople Together

Sponsored by the Wichita Falls, Tex., Chamber of Commerce, and the Retail Merchants Association, the advertising club of that city recently held the first of a series of monthly educational and fellowship dinners for local retail sales people, who were urged to sell Wichita Falls as they sell their own merchandise. Claude Miller, manager of the Miller-Ferguson Department Store, was chairman of the committee in charge.

\* \* \*

## A. C. Kleburg Heads Advertisers' Group

A. C. Kleburg, advertising manager of Valentine & Company, New York, has become chairman of the National Advertisers' Group of the Advertising Club of New York, succeeding Charles E. Murphy. The next meeting of the group will be held on March 11.

## Eleventh District Elects Officers

Frank E. J. Ronsholdt, of Boulder, Colo., who became chairman of the Eleventh District of the Associated Ad-

vertising Clubs of the World a short time ago, was elected to continue in this office at the fourth annual meeting of the district. This district includes the States of Wyoming, Colorado, New Mexico, Nevada, Arizona, Utah and Idaho.

In addition to Mr. Ronsholdt, the district elected William Bracy, of Boulder, secretary; G. E. Hatheway, of Colorado Springs, Southern vice-chairman, and Edgar M. Ledyard, of Salt Lake City, Northern vice-chairman.

A report on the proceedings of the convention, which was held at Pueblo on February 23 and 24, appears elsewhere in this issue.

\* \* \*

## Cleveland Club Appoints Community Campaign Committee

At the request of the industrial committee of the Cleveland Chamber of Commerce, the Cleveland Advertising Club has appointed a committee to prepare a plan for a campaign to advertise Cleveland. Paul Teas, Paul Teas, Inc., is chairman of the new committee.

Other members are: C. H. Handerson, publicity manager, Union Trust Company; Charles W. Mears; S. A. Weisenburger, advertising manager, Halle Brothers Company; Donald Dougherty, Donald Dougherty and Associates; James L. Hubbell, the Hubbell Printing Company; Charles E. Percy, and I. I. Sperling, publicity manager, The Cleveland Trust Company.

\* \* \*

## F. H. Dickison Heads New York Club Marketing Council

F. H. Dickison, vice-president of the Tide Water Oil Company, New York, has been appointed chairman of the executive committee of the marketing and distribution council of the New York Advertising Club. Meetings of the council will be held on March 29 and April 26.

\* \* \*

## J. F. Knight Heads Greeley Club

J. Frank Knight has been elected president of the recently organized advertising club at Greeley, Colo. Members of the Denver and Boulder clubs were present at the election.



E. J. RONSHOLDT

## Minneapolis Club Hears S. E. Conybeare

The Advertising Club of Minneapolis, Minn., recently was addressed by S. E. Conybeare, who is assistant sales manager in charge of advertising of the linoleum division of the Armstrong Cork Company, Lancaster, Pa. His subject was "Common Sense in Advertising."

The best results in advertising according to Mr. Conybeare, may be obtained by continuing the personality of the firm's advertising, in mediums which have been chosen only after careful analysis and which should be used as long as the company continues to advertise. He believes that frequent revision of publication lists and radical changes in the advertising policy, cannot but help retard the progress of a business. This belief was summed up by Mr. Conybeare in his conclusion that "there is no substitute for consistency and persistency in advertising."

\* \* \*

## St. Louis Club to Reward Efforts of Members

The awards committee, of the St. Louis Advertising Club, of which John J. Johns is chairman, has selected five cups which will be awarded on the following basis: For the most noteworthy contribution to the welfare of the personnel of the club; to the general stability of the club; to the advancement of advertising; to the Associated Advertising Clubs of the World, and to civic advancement.

\* \* \*

## Lloyd Spencer Honored

A recent meeting of the Seattle Advertising Club, was designated "Lloyd Spencer Day," in honor of Lloyd Spencer, of the Seattle *Post-Intelligencer*, for his work in advertising activities. Mr. Spencer is a past president of the Seattle Club and of the Pacific Coast Advertising Club Association.

\* \* \*

## Will Help Organize Cuban Club

William N. Bayless, of the Tiffany-Bayless Company, Cleveland advertising agency, will go to Cuba to assist Martinez Ybor, of the Department of State of the Cuban Government, in organizing an advertising club at Havana.

\* \* \*

## Cleveland Club Re-Appoints Bureau Committee

The Cleveland Advertising Club has re-appointed the following as representatives on the board of the Better Business Commission: Frank M. Strock, Samuel Weissenberger and Charles W. Mears.

\* \* \*

## Rochester Defeats Buffalo in Bowling Match

The Rochester, N. Y., Ad Club won the first leg of the Inter-City Bowling match, when it recently defeated the Greater Buffalo Advertising Club.

## "No More Panics," Says E. H. H. Simmons

The economic consequences of the transferring of the world's credit centre from London to New York largely through developments of the late war was the principal theme of an address made by E. H. H. Simmons, president of the New York Stock Exchange before the Advertising Council of the Chicago Association of Commerce last week.

"This change," said Mr. Simmons, "has vitally affected the functioning of the New York exchange in three fundamental ways. In the first place, it seems unlikely that in the future this country will suffer from the intense shortages of money which we so often experienced in the past, and it is therefore highly probable that the stock exchange will, in the future, be relieved of the necessity of bearing the burden of the old-fashioned American money shortage."

"In the second place, the future of American industry, dependent as it always is on adequate capital for growth and expansion, is now plainly up to the American investing public alone, for it is certain that our enterprises cannot look to Europe for financial assistance for some time."

"In the third place the New York Stock Exchange security markets have become a stabilizing factor not only to business and economic conditions in this country, but, in a measure, to the whole modern world. In recent years, no class of listed securities has experienced a more rapid proportional growth than that which represents the borrowings of foreign governments and foreign business enterprises in the United States."

\* \* \*

## San Francisco Club Appoints Convention Secretary

Miss Florence Gardner, executive secretary of the San Francisco Advertising Club, has been appointed executive secretary of the committee which will arrange for the 1926 convention of the Pacific Coast Advertising Clubs Association.

## Made President of Minneapolis Steel & Machinery Company

W. C. MacFarlane has been elected president of the Minneapolis Steel & Machinery Company, Minneapolis, maker of agricultural and industrial equipment. He has been vice-president and general manager for the last year, and succeeds E. A. Merrill.

## Appoints Gravure Service Corporation

The Atlanta, Ga., *Journal*, has appointed the Gravure Service Corporation, New York, as its rotogravure advertising representative.

A. J. Slomanson has joined the C. J. Oliphant Advertising Agency, Inc., New York, as vice-president and director of plans. He was formerly with the New York *Evening Post*.



# The Little Schoolmaster's Classroom

AT a luncheon meeting which the Schoolmaster attended last week, the speaker was L. A. Jenkins, vice-president, secretary and general manager of the Kolynos Company, who directs Kolynos advertising. It was announced in advance that he would tell of his company's experience with sampling and of its forced change to advertising.

The speaker was the guest of Yale-Men-in-Advertising, a group of Yale alumni which meets once a month. It is customary at these gatherings for the president to ask for a roll call. Mr. Jenkins and the Schoolmaster were introduced as guests by the president, who then led the roll call, announcing his class year and business affiliation. Each member followed suit, at the same time introducing his guests. This leads up to the point which the Schoolmaster jotted down for discussion before the Class.

Bayard Colgate, advertising director of Colgate & Company, introduced himself and an associate from his company. Then the familiar name of Pepsodent was heard as several of its men introduced themselves. In addition copy writers and account executives of agencies handling the advertising of other widely known toothpastes were found to be present.

\* \* \*

By this time the Class, probably, has sensed the situation which the Schoolmaster found so interesting. It was this: In the presence of so many advertising and sales representatives of his competitors, would Mr. Jenkins content himself with a few superficial remarks on merchandising methods? Would he hesitate to discuss the practices of his company before such an audience? Instead he told of the success which Kolynos has derived from sampling and explained that the rising cost of peppermint from \$5 to \$25 a

pound made sampling prohibitive. Mr. Jenkins even told how much peppermint is used by Kolynos and then explained that sampling had to give way to advertising because of this increased cost. He not only told how Kolynos is testing its advertising in an endeavor to determine its efficacy by questioning a cross-section of the public, but he answered questions as to his opinion on various appeals used in advertising of dental products, both promptly and frankly.

To the Schoolmaster, Mr. Jenkins' frankness was a sign of the times. It is not so long ago that a majority of advertisers, on learning of the presence of a competitor, would shut up like a clam. Today it is different. While the Schoolmaster knows of a number of prominent advertisers who still endeavor to maintain a policy of secrecy, the number is very small compared to those who realize that every member profits by the combined endeavors of his fellow competitors in the task of educating the public.

\* \* \*

One of the best uses that winter has been put to since the coal strike started appeared in an advertisement of a New England paint and varnish manufacturer, Wadsworth, Howland & Company. The headline suggests, "Now is the best time of the year to do over old furniture." We see the company's Puritan trade character telling a housewife, who is varnishing a chair, how to do it.

His speech is logical in its argument to make use of winter's long, cold days. He says that winter is really ideal for indoor painting. "No dust, no flies, no insects—nothing to ruin the finished job if you varnish-stain old furniture now. Most discarded furniture is as good as ever under the surface," he continues.

Not content with this suggestion, there is a list of some fifty household articles, ranging from doll-



# READ

## CollegeHumor

and you will understand why it has attained by far the largest circulation of any humorous satirical magazine ever published.

330,021

NET DECEMBER ISSUE

Still \$2.00 a line

The  
**EVENING HERALD**

is the  
**ONLY**  
newspaper in Los Angeles  
carrying the advertising of  
**EVERY**  
Los Angeles Department  
Store!

**REPRESENTATIVES**

G. Logan Payne Co., 401 Tower Bldg.,  
6 North Michigan Ave., Chicago, Ill.  
H. W. Meloney, 604 Times Bldg., New York  
A. J. Norris Hill, 710 Hearst Bldg., San  
Francisco, Calif.

**LITHOGRAPHED  
LETTERHEADS**  
**For \$1.25 PER THOUSAND**

**COMPLETE**

IN 50M lots: 25M \$1.50; 12,500 \$1.75.  
I on our white 30 lb. Paramount Bond.  
A Beautiful, Strong, Snappy Sheet.  
No smaller quantities.

**ENVELOPES TO MATCH, \$1.50 PER THOUSAND**

Booklet of Engravings on request.

**GEORGE MORRISON CO.**  
425 East 53rd St., N. Y. City, Dept. T  
TELEPHONES PLAZA 1874-1875-1818  
Established 1898 Incorporated 1905

houses to curtain poles, that may need a new coat of paint or varnish. This timely appeal is so seldom seen that the Schoolmaster believes there are many other manufacturers who could use it to advantage.

\* \* \*

As this is being written the Schoolmaster sits at his desk with his thoughts drifting back over the sights which he saw on the streets of New York as he trudged his way to the office, knee-deep in the blizzard which is sweeping over the country on this particular morning. He saw many vehicles stalled in the snowdrifts and skidding over the icy pavements. The task of the drivers was not lessened by the little groups of pedestrians who, with heads bowed against the storm, tried to pick their way across the streets.

The Schoolmaster, therefore, was in a most receptive mood for the suggestion which accompanied a letter he found on his desk. The writer enclosed a copy of instructions which the Standard Oil Company of New York had sent out to its drivers.

Many members of the Class will recall the Safety First campaign which this company ran in New England and New York newspapers, under the signature of "The Veteran Motorist." These

**Population 70,000 Trading Centre for 150,000**

Brockton, Massachusetts. The Great Shoe City. Brockton shoes 18,000,000 people. Paper established 1880. Forty-Sixth Year.

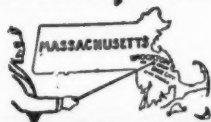
**Brockton Daily Enterprise**

**Printing 23,000 Daily**

Flat Commercial rates 6½ cts. per line, 91 cts. per inch

Afternoon Paper, Sells for 2 cents

Averages nearly 2 pages of want advertisements



**"GIBBONS knows CANADA"**

J. J. Gibbons Limited, Advertising Agents

TORONTO

MONTREAL

WINNIPEG

## **Opportunity for Modern Sales Manager in New Field**

Manufacturer of electrical machinery wants to introduce more aggressive methods into his sales department. Firm is old, well established and favorably regarded. It has high-quality products, some of which have extraordinary sales possibilities. The business is growing rapidly. It has outgrown its old sales methods and needs new blood backed by experience in high-powered sales work. The applicant must have proven record of success in sales organization work. He must know how to get cooperation and yet maintain strict supervision over a National Sales Organization. He must have the knack of getting things done and of cultivating the field organization. He must not become snared in office details, and yet he must inaugurate a practical system of sales control and collect data that will permit forecasting of business possibilities, and the making of accurate budgets and quotas. We say new field because we do not believe the Sales Manager we want is now in the electrical machinery field.

We are shooting at a definite attainable goal and the Sales Manager who can do his part will be well rewarded.

Write giving past history, listing jobs and noting all important sales accomplishments. Address "X," Box 259, Printers' Ink.

**HIGGINS**



**ART SERVICE**

for  
**ART**  
in advertising

↓

**EDWARD R. HIGGINS**  
243 W. 34th St. N.Y.C.  
PHONE - CHICKERING 2579

### Copy Man Wanted

Well established general advertising agency requires the services of a good copy writer who has a thorough knowledge of advertising agency requirements. One who can make layouts preferred. State qualifications in full, age and salary desired. All replies strictly confidential. Address "Y," Box 256, care of Printers' Ink, New York, N. Y.

### Routine Mail-Order Man

To compile and work mailing lists to classified prospects and customers. Product covers Food Products, Drug, Cosmetic and allied lines. Permanent position. Brooklyn or New York man preferred. Write in detail, your experience and all particulars to: Sterling Smith, American Metal Cap Co., Brooklyn, N. Y.

### Agency Trained Executive

Writer—Service—Merchandising  
Visualizer—Contact—Management  
now employed in responsible capacity  
**Seeks the Best \$7,500 a Year  
Opportunity in New York**

either with an agency or a business organization where his ability and experience can have larger scope. Age 38. Married.

"Q." Box 246, care Printers' Ink.

instructions furnish a practical example of an advertiser applying to its rank and file the advice which it has broadcast to the public:

#### LET'S BE CAREFUL Why?

Winter is here—  
Streets and roads are slippery—  
Snowdrifts cause trouble—  
Driving is dangerous—(use your chains).

#### Protect the Other Fellow

He may have a wife and kiddies waiting for him.

Give him the right of way—even though he is wrong.

#### Human Lives Are Precious

Watch traffic—

Drive with both hands and both feet, ready to act—

Use your brains—that's what they're for.

#### Protect Yourself

Keep fit—Keep awake—Keep watching—  
Keep thinking—Co-operate.

#### Protect Your Truck

Keep your truck in good shape. Make it your working companion.

Keep your brakes working perfectly. Don't leave your motor running. Don't leave it in gear—block the wheels, if necessary. Take no chances—make your motto

"Safety—First, Last and Always"  
and we'll have no accidents. Thank You.

\* \* \*

As a boy the Schoolmaster used to have considerable trouble in the history class because he was unable to remember dates. And he has never got over that failing. He has observed, too, that it is a common complaint and it seems strange that more advertisers are not aware of it. Just before the various holidays one sees advertisements suggesting that the reader buy this or give that or go here on Halloween or Mothers' Day or some other occasion. But the reader with the poor memory

# CANADIAN ADVERTISING SMITH, DENNE & MOORE. LIMITED

TORONTO—92 Adelaide Street West

## Sales Executive Wanted

An unusual opportunity awaits the right man, to direct the sales of an established company of national repute, a leader in its field.

The man to fill this position, must produce a convincing record of substantial accomplishment as an organizer and developer of high-type sales personnel. He must be of unquestioned character, progressive and an untiring worker; age—between 35 and 45.

The business of the company whose sales this man will direct consists of selling a quality product to large Industrial plants, Public Utilities and Railroads. To be considered, actual experience in Industrial Sales and in Sales Supervision is required.

Location—Metropolitan district, New York City.

Applications by mail only, giving complete business history, age, personal qualifications, etc.

Everyone in our organization has seen this advertisement.

ADDRESS "V.," BOX 249, PRINTERS' INK.

## Sales Executive--Wanted \$10,000--Plus Commission

An unusual opportunity awaits the right man to direct the sales of an established organization of national repute.

The man to fill this position must produce a convincing record of substantial accomplishment as an organizer and developer of high type sales personnel. He must be of unquestioned character, progressive, and an untiring worker; age between 35 and 45.

The company whose sales this man will direct caters only to the larger type of corporations, and the contact is with highest executives. The director of sales will be closely associated with the chief executive of this large organization, enabling necessary latitude in the development of original and practical ideas.

Applications must be in most complete form, describing business history, age, etc. The first communication should sufficiently characterize the writer to enable preliminary appraisal of his qualifications. Address "Z," Box 110, care of Printers' Ink.

Subscription  
Renewals of **83%**

attest the reader interest of the

**American Sumberman**

Est. 1873 CHICAGO, ILL. A.B.C.

**Photostats** ///

of any subject -  
By Photographers

Fast Messenger Service

**PACH BROS.**

28 West 44th St. Murray Hill 2597



**YOUR PRODUCT**  
will find its market in the  
**CHURCH FIELD**

through the preachers' trade journal

**THE EXPOSITOR**

710 Caxton Building, Cleveland, Ohio

17 West 42nd Street, New York

37 South Wabash Avenue, Chicago

Sample and rate card on request.



**House Organs**

We are producers of some of the oldest and most successful house organs in the country. Edited and printed in lots of 250 to 25,000 at 5 to 15 cents per name per month. Write for a copy of THE WILLIAM FEATHER MAGAZINE.

We produce The Bigelow Magazine

**The William Feather Company**  
607 Caxton Building : Cleveland, Ohio

for dates, like the Schoolmaster, has to ask someone, "When is Halloween, anyway?"

The recently passed Valentine's Day serves as an example. Certain advertisements featured gifts of different kinds for this day, but the Schoolmaster saw only two that gave the exact date of the occasion. One was for Huyler's candy and the other was a "Say It with Flowers" advertisement.

Obviously there are some holidays the dates of which most everyone can remember, such as Christmas and Independence Day. But many of these special days that are used as timely copy themes are hard to remember, for some of us, and somewhere in the copy, the Schoolmaster believes, the date might well appear.

\* \* \*

"Recently," the president of a manufacturing company told the Schoolmaster, "we wanted to hire a financial man. Not one of the nineteen applicants could tell me the price of spot cotton or wheat. All of them seemed to be specialists on one phase of finance. We needed an all-around man. Almost the same thing happens every time I hire a new man. Too many narrow specialists in one part of some subject, not enough men who have a broad grasp. I attribute it to insufficient reading on the part of young men today. They seem to me to be getting overdone on one side, underdone on the bottom—the fundamentals. I've advised a bunch of them to read several business papers more carefully if they want to fit into the modern industrial world."

**COLOR,  
PERMANENCE AND  
ECONOMY**

**PAINTED OUTDOOR ADVERTISING**

*We own and maintain Painted Bulletins  
in 137 cities and  
towns of Northern N.E.*

**THE KIMBALL SYSTEM**  
LOWELL - MASS.

**Multigraph Ribbons Reinked**

**Our** *SUR-T-FVD*

*Send 2 Ribbons  
to us. We'll ink  
at our expense*

process costs only \$6.00 a dozen. Try it. A trial order will convince you that it is the best Re-Inking you can buy.

**W. Scott Ingram, Inc.**

Dept. B. 67 West Broadway, New York City

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## Classified Advertisements

Classified advertisements in "PRINTERS' INK" cost sixty-five cents a line for each insertion. No order accepted for less than three dollars and twenty-five cents. Cash must accompany order.

First Forms Close Friday Noon; Final Closing Saturday

### BUSINESS OPPORTUNITIES

**Printers'-Bookbinders' Outfitters**  
**Modern Cut-Cost Equipment**  
**Also Rebuilt Machinery**  
 Conner Fendler Branch, A. T. F. Co.,  
 New York City

**WILL BUY ADVERTISING AGENCY**  
 Large or small. Must be located in New York City. Deal with principals only. Confidence will be respected. "Business" Box 957, Printers' Ink.

**Wanted**—to buy list of productive trade publications soliciting business in Chicago territory or will buy small healthy trade-paper that is or can be published in Chicago. State proposition fully. Box 966, Printers' Ink, Chicago Office.

**A Florida Opportunity**—Will sell controlling interest in established job and publication plant, which includes ownership of oldest farm magazine in Florida. This includes manager's job at good salary. Easy terms. Box 360, Jacksonville, Fla.

### Advertising Promotion

If you want more business, communicate with the International Publications Service, Incorporated, Suite 1004, 1841 Broadway, New York City.

### PUBLICATION PRINTERS

Are you in the market for printers who will deliver your publication on time and at a possible saving? Rotary presses, linotypes, Ludlow, part of equipment of this up-to-date plant. Located 42 miles from New York City. Westporter-Herald, Westport, Conn.

### NEW FOOD PRODUCTS

Well established here in New England and about to enter the National Field does offer an exceptional inducement for a man thoroughly experienced in large scale merchandising, distribution and advertising to become financially interested to the extent of twenty-five thousand dollars, amply secured with interest in the business. Bank and business references exchanged. Correspondence confidential. Address—Proprietor, John Manning, 1217 Commonwealth Ave., Allston, Mass.

### HELP WANTED

**A young photographic organization** doing advertising illustration in a modern spirit needs a business manager and salesman. This man must be resourceful in discovering new names and energetic in securing it. Box 975, Printers' Ink.

**ARTIST**, experienced visualizer and layout man with a prominent New York Advertising Agency; ability to finish work not required; must be able to make practical advertising layouts, buy art work and see job through. Write Box 956, P. I.

**WE WANT A GOOD COPY MAN** seeking his opportunity on a basis of demonstration. Agency serving manufacturers only. Trade-paper and direct-mail to dealer. Samples will be returned. Bennett-Williams Co., High Point, N. C.

**Wanted**—Advertising Manager-Salesman, competent to originate and close advertising contracts for a high-class business weekly in the Middle West. Must be clean-cut American and alert as proved by past performance. Exceptional opportunity. Box 951, Printers' Ink.

**A client of ours**, a substantial manufacturer, has a genuine \$200-a-week opportunity for a high-grade salesman who has had experience in selling advertising in some form or other, preferably novelties. See Mr. Patterson, March 8, 9 or 10, between 10-11, S. E. Gunnison, Inc., 30 Church Street.

**Swedish salesman** thoroughly acquainted with selling printing and Direct-Mail Advertising wanted by leading Swedish Printing House (Letterpress, litho and offset, block making).

Wald, Zachrissons Boktryckeri A.-B.,  
 Gothenburg,  
 Sweden.

### MAIL ORDER MAN WANTED

One of the longest established retail jewelry houses in the country, which has done a million dollar mail order business, wants an unusually high-class executive to take full charge of this department.

The right man can acquire a substantial interest in the business.

Don't answer this ad unless you are accustomed to earning at least \$25,000 a year. Box 958, Printers' Ink.

### SALESMAN

wanted by Electric Window Display Manufacturer selling to National Advertisers. Would prefer man with agency production experience with creative talent to enable him to plan dealer-helps with prospective clients. One who can grasp simple electrical and mechanical principles. Give full details in letter. Box 971, Printers' Ink.

The "New Orleans Item" requires the services of topnotch salesman in its local display advertising department. Please sell yourself completely by immediate correspondence. Address A. G. Newmyer, Associate Publisher, "New Orleans Item-Tribune."

**Large manufacturing company** wishes to employ young man for advertising work, most of whose advertising experience and study has been along the lines of media. State age, nationality, education, experience, references, whether married or single and salary expected. Box 955, Printers' Ink.

**Photo Retoucher**—Old-established engraving company, in Mid-Western city, offers studio room and backing of sales force to a first-class mechanical retoucher on free-lance basis. Will give him firm's work and assist him to build up a clientele of his own. State age, experience, etc. Box 973, Printers' Ink.

#### ADVERTISING COPY WRITER

Must have advertising agency copy experience and able to plan, layout and write forceful selling copy for national and local advertising campaigns. Submit complete details, experience, qualifications and salary expected. Address W. A. Krasselt, 354 Milwaukee St., Milwaukee, Wis.

**Correspondent**—Advertising man. One preferably familiar with ice cream industry to market by mail and specialty salesmen new repeat order product of merit to ice cream manufacturers. Excellent opportunity with manufacturer of national repute. Give experience, age, salary requirement and why you believe you could handle an assignment of this kind. Replies held confidential. P. O. Box 27, Bush Terminal, Brooklyn, N. Y.

**SALES DEPARTMENT**—man to assist in conduct of important division—splendid opportunity for man of initiative and resourcefulness, familiar with modern methods as applied to promotion of sales in manufacturing company of national scope. Apply by mail only to Continental Paper & Bag Mills Corporation, Department G. F., Pershing Square Bldg., New York City.

#### MISCELLANEOUS

##### WANTED

Small job press in good condition, filled for power use, with or without type and furniture. Write details and lowest price. Box 969, Printers' Ink.

We can now sell space and represent another trade or class publication of merit, Chicago and Western Territory, Organized Representatives with experienced sales staff, A1 references. Friedman & Peck, 431 S. Dearborn St., Chicago.

**Sales Letters \$10.** Exceptionally Effective. No charge if not satisfied. Your letters not shown others. Write careful outline of ground to cover to H. W. Brinckerhoff, 246 Fifth Ave., New York.

#### \$ \$ \$ RECOVERED—SPEEDUP COLLECTIONS

Something new—enough for six accounts FREE—request on letterhead. Mercantile Service, 1507 Arch St., Philadelphia.

#### POSITIONS WANTED

**Honest-to-goodness mail-order man** with ten years' advertising and sales promotion experience, available on part-time basis at \$25.00 a week. Box 977, care of Printers' Ink.

**ARTIST** young man six and one-half years' experience in lettering, designing and figure layouts and finishes, desires to connect with a reputable concern where advancement is possible. Box 959, P. I.

#### ASSISTANT

New York University Senior in Advertising attains copy with punch, layouts with pep and ideas that sell. Able to get facts VIA research. Box 952, Printers' Ink.

#### Salesman—Space and Specialty

Live-wire open for position in New York and New England. Familiar furniture, decorations and textiles. Box 972, Printers' Ink.

#### Young Advertising Man

with copy writing, layout and art ability. Desires immediate change. Box 963, Printers' Ink.

#### PRODUCTION MAN

WITH PUBLISHER—AGENCY. Expert on engraving, typography, make-up, layouts. Box 978, P. I.

**SECRETARY**—Have had six years' advertising experience doing secretarial work, and have done a great deal of follow-up work with printers, engravers, etc. Salary, \$30.00. Write for interview. Box 950, Printers' Ink.

**Young man, 18,** desires to start in commercial art field. Has some knowledge of lettering and is attending night art school. Position preferably to be in New York City, with opportunity for advancement. Box 967, Printers' Ink.

#### SALES

manager or assistant. Unusual qualifications, unusual personality. Knows advertising thoroughly and can handle men. Available one month. Outline opportunity. Box 964, Printers' Ink.

#### Artist-Visualizer

I desire a connection, preferably with an agency, making layouts and finished drawings. Experienced and now employed, seeking a better opportunity of demonstrating my ability. Address Box 962, Printers' Ink.



**TRADE JOURNAL MAN AVAILABLE**

High-grade paper only acceptable. Five years' experience in New York and country. Wider field desired. Guaranteed good recommendation from present employer. Box 948, Printers' Ink.

**Wanted**—Position as Circulation Manager or agency road man with a live, wide-awake southern newspaper. Can give the best of references as to character and ability. Have had 21 years' experience in circulation work. Box 849, P. I.

**Some Manufacturing Company** can use me to good advantage and let me grow with them. Advertising, Sales Management, Sales Correspondence and Sales experience. Will do anything to make myself valuable. Box 954, P. I.

**A Young Advertising Manager** with both agency and factory experience desires to locate in Philadelphia or New York City. Thoroughly qualified in education, experience and ability. Available about June 1. Salary \$7500. Address Box 953, Printers' Ink.

**I WANT FULL CHARGE**

of a job demanding practical knowledge of designing commercial advertising art work, typography, engraving, printing and direct-mail or sales-promotion literature. Fifteen years of sound, progressive experience. Married. All credentials. Ready short notice. Box 968, P. I.

**Fashion Designer**

Young lady of proven ability will execute with original technique periodical, fashion plate and other commercial commissions in all mediums. Rapid and economical service. Box 970, care of Printers' Ink.

**Experienced and capable trade journal man** will represent business paper or class journal in Chicago for \$75.00 per month, giving exactly the same quality of service as that which costs some of the larger publications \$700 to \$1,000 per month to maintain. This is an opportunity to secure expert, constant and permanent personal representation, including office and phone service at a very moderate cost. No long-term contract required. Correspondence invited. Address Box 961, Printers' Ink.

**ART DIRECTOR AND VISUALIZER AVAILABLE AT ONCE**

A reorganization of our Art Department makes available one of our Art Directors. Somewhere in New York an Agency or large Manufacturer can use the creative ability of his well-rounded advertising experience.

He carries through complete visualizations, knows type, paper, engraving and the various processes of reproduction. He has had a wide experience in planning and carrying through printed matter and lithography.

He has executive ability, knows costs, is a good buyer, has enthusiasm and personality.

Christian, married, under 30—good health and good habits. Further details and personal interview can be arranged by addressing

Box 960, Printers' Ink.

**TO AN ADVERTISING AGENCY**

Young man (22) versed in advertising seeks beginner's position. Four years' advertising art training and six years' business experience. Can make roughs, lettering, layouts, etc. Will start in any capacity. Salary secondary. Box 979, P. I.

**Young man** now conducting successful advertising agency in Middle West seeks advertising connection in Florida. Interested in advertising and publicity manager's position or agency connection. Ample references as to reliability, experience and performance. Well grounded in all phases of advertising work. Address Box 974, Printers' Ink.

**Western****Advertising Manager**

part-owner of leading trade magazine, desires new connection which affords opportunities equal to his capacity. Unusual selling ability, character, stability are offered high-grade publication in need of Chicago representative. Box 965, care of Printers' Ink, Chicago Office.

**I'm seeking a job and a future!**

I offer ten years' sales promotion experience, plus natural talents, executive ability and unusual endorsements. Broad acquaintance with all forms of advertising and mail-order work. Valuable man for concern selling by mail. Now earning \$5,000 a year. Location: New York or Newark. Address Box 976, P. I.

**CAUTION**

Applicants for positions advertised in PRINTERS' INK are urged to use the utmost care in wrapping and fastening any samples of work addressed to us for forwarding. We are frequently in receipt of large packages, burst open, in a condition that undoubtedly occasions the loss of valuable pieces of printed matter, copy, drawings, etc. Advertisers receiving quantities of samples from numerous applicants, are also urged to exercise every possible care in handling and returning promptly all samples entrusted to them.

PRINTERS' INK acts in the capacity of a forwarder, as a matter of service to both subscriber and advertiser, and where extremely heavy and bulky bundles are addressed in our care, it will be appreciated if the necessary postage for remailing is sent to us at the same time.

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Good advertising is seldom produced by factory methods. Concentrated individual effort seldom fails to produce it. It requires that responsibility for an account be centered in one man who talks the client's language, that he be required to live with the account until he has whipped it into shape, and that he continue to live with it and keep it abreast of developments. To help him produce advertising, each man in this agency has available the combined resources of a seasoned and comprehensive organization. But the responsibility for the finished product is always his own.

THE JOHN H. DUNHAM COMPANY

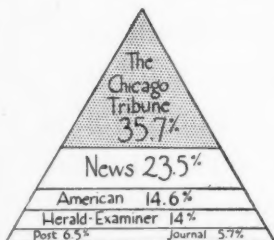
*Advertising*

TRIBUNE TOWER

CHICAGO



## How advertisers used Chicago newspapers in 1925



Proportion of advertising in Chicago newspapers during 1925—

IN 1925, as in previous years, advertisers wishing to sell the Chicago market showed a decided preference for The Chicago Tribune as their medium.

The 1925 reports of the Advertising Record Co. show that The Tribune led all Chicago papers in local and National Display, in Want Ads, and of course, in total lineage.

### Advertising in Chicago Newspapers during 1925 in columns of 300 lines

	Local Display	National Display	Want Ads	Total
Tribune . . .	53,846.47	19,539.59	30,175.29	103,561.35
Herald-Examiner	24,645.61	8,931.79	7,021.19	40,598.59
News . . .	42,688.43	9,747.18	15,841.61	68,277.22
American . . .	29,483.76	8,059.81	4,770.01	42,313.58
Post . . .	14,040.36	3,173.79	1,750.50	18,964.65
Journal . . .	11,527.23	2,812.82	2,242.84	16,582.89

Many a manufacturer or merchant has built his business around Tribune advertising and scores of these successes indicate the reason for The Tribune's decisive leadership among Chicago newspapers.

## The Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

Grow with The Tribune in 1926

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